



Geneva Business School®

Real Business. Future Leaders.



SWISS QUALITY EDUCATION, INTERNATIONAL
NETWORK AND PERSONALIZED MENTORING

SWITZERLAND | SPAIN | KAZAKHSTAN | UAE | KSA | CHINA | IRAN | EGYPT | BAHARAIN

► **BACHELOR**

MASTER

DOCTORATE





GBS Students

What makes us unique?

We make you unique

Geneva Business School is a leading business school providing cutting-edge, Swiss-quality education on a global scale. GBS is at the forefront of innovative learning methods and is committed to the use of new technologies in and outside the classroom.

You will benefit from personalized mentoring, tailored education and the opportunity to transfer between campuses to enjoy the unique business culture in each diverse location.

Our expert career team guarantees internship opportunities and provides professional career mentoring to prepare you for work.

Our faculty members are all professionally active, giving an insight into current business trends as well as access to a global professional network.

GBS is uniquely positioned to give you that competitive edge. Our innovative learning methods, professional faculty, international business network and excellent career services combined with personalized student care makes choosing Geneva Business School a very smart decision.

Be informed. Be equipped. Be a leader. Be GBS.



Swiss Quality Education and UK Accredited Degrees

GBS combines the best of Swiss quality private education with UK state accreditation



Tailored Programs

GBS students benefit from made-to-measure programs and flexible schedules



Global Campus Network

Exciting transfer opportunities between our GBS campuses worldwide



Personalized Coaching

GBS offers students personalized mentoring and support from start to finish



Guaranteed Internship Opportunities

GBS students are able to take advantage of our excellent internship placement services



Individual Attention

With smaller class sizes GBS ensures no student is left unattended



Cutting Edge Programs

GBS is committed to the use of new and innovative learning methodologies



Digital Education

GBS promotes digital learning and new technologies inside and outside the classroom



Professional Faculty

Majority of European and US professors with top-management working experience of over 20 years



Successful International Network

GBS is proud of its successful global alumni network with GBS alumni currently working in some of the world's top corporations and organizations

#be
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GBS Students

be Bachelor

Innovative education Made-to-measure programs

Start your journey to future success with our cutting-edge Bachelor programs in Business and in Finance.

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Rethinking Business Education

The best programs for you

In a world where half of the jobs of the future have not yet been created and many of the jobs of today will no longer exist in the future, you will need a business education orientated towards facing the challenges and exciting opportunities of the impending fourth industrial revolution.

The GBS Bachelor programs in Business and Finance will give you the competitive edge essential to succeed in the fast-paced current global market.

Our programs deliver project based practical education; a paperless digital learning experience which will prepare you for the real world of work and future success in the global business world of the 21st century.

GBS also offers you the unique opportunity to receive two degrees within a three year period - a specialized Swiss Quality GBS degree together with a UK degree recognised by NARIC.

Our Bachelor programs

BBA in International Relations

An exciting course taking you behind news headlines, to learn about key players in world politics and to pursue a career in solving conflicts and achieving cooperation.

BBA in International Management

Provides you with a practical business education delivering essential theories and principles, as well as the tools required for successful leadership.

BBA in Digital Marketing

Enables you to gain practical knowledge in technology, business development, marketing and strategic planning to prepare you for a career in publishing and media companies worldwide.

BBA in Sport Management & Marketing

Designed to prepare you to enter a career in sport marketing and event management, gaining insight into a growing sector to investigate global impact of the industry.

BBA in Entrepreneurship

Provides you with innovative ways to conceptualise, plan and develop business ideas, tackle the challenges of business and pave the way to design and compose a successful business plan.

BF in International Finance

Gives you real-world proficiency in financial and investment theories, and provides strategies to demonstrate intricacies of valuation and quantitative analysis.

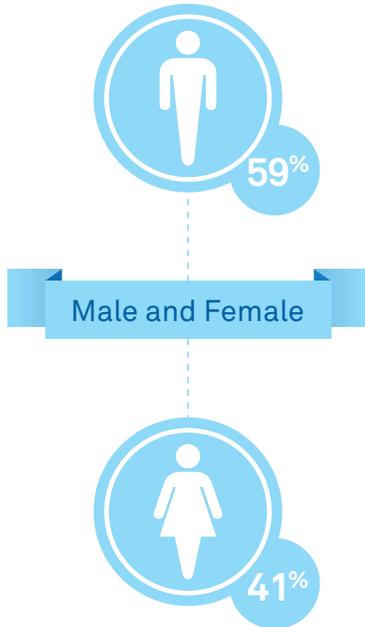
BBA in Oil & Gas Management

You will learn about energy sources, energy choices, operations, production, distribution and consumption patterns of energy resources.

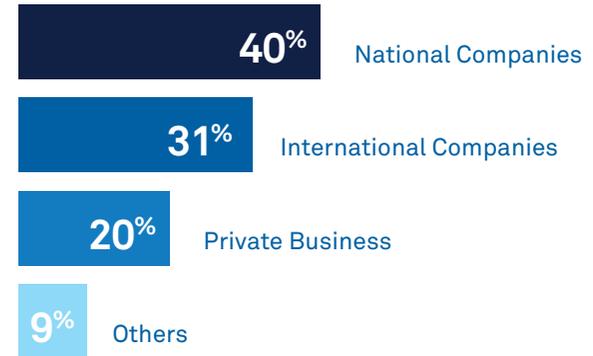
BBA in Hospitality Management

You will focus on skills that are central to the international hospitality industry, such as travel and tourism trends, purchasing and advertising.

GBS in numbers



Graduate employment statistics



The GBS Bachelor program

A real-world business experience

Communication

How to express your views and make sure they are understood.

- Communication in Business
- Public Speaking
- Personal Branding
- Cross Cultural Communication
- World Languages

Creativity

How to counter the “we’ve always done it this way” culture and create new opportunities and new ways of doing things.

- Technology, Productivity and Change Management
- New Business Development
- People & Organizations
- The Data-Driven Business
- The Business Idea
- Customer Relationship Management
- Entrepreneurial Skills

Collaboration

How to create and work in teams.
How to develop skills of persuasion and negotiation.

- Negotiation Techniques
- Project Management
- Managing Buying and Selling
- Management Foundations
- Human Capital
- Business Policy and Strategy
- Team Building



Global Awareness

Working in a globalised world brings many opportunities and challenges.

- Markets & Prices
- The Global Economy
- International Trade
- International Business Law
- Foreign Market Analysis
- Sociology: Main Issues of Contemporary Society

Digital Business

The 21st century offers unparalleled opportunities to exploit new technologies and ride the wave of the 4th industrial revolution.

- Digital Tools for Business
- E-Marketing
- Applied Digital Marketing
- Building a Brand
- The Digital Revolution

Business DNA

The fundamentals of business that every graduate needs to possess in order to succeed.

- Finance Foundations
- Money In, Money Out
- Marketing
- Financial Statement Analysis
- Business Ethics
- Corporate Governance
- Mathematics of Finance
- Budgeting and Controlling

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GBS Students

What our students say



Marc-Antoine MUTILLOD
Graduate: Bachelor in International Finance
Nationality: Swiss
Current Position: Private Bank

“Geneva Business School gave me the opportunity to understand the internal workings of the financial market and taught me how to act and behave as a leader.”



Daniil SAMOKHVALOV
Graduate: Bachelor in Finance
Nationality: Russian
Current Position: Representative International Grain Commodities Supplies

“Education is crucially important in modern society, from the point of view of both career ambitions and general knowledge. Certainly my time spent at GBS was worthwhile. I wish all the best to my university and future students!”



Manuela Georgieva MARINOVA
Graduate: Bachelor in Finance
Nationality: Bulgarian
Current position: Manager, Financial Services, Bulgaria

“I believe GBS gave me the foundation for the future development of my career.”



Syazwana AB RAZAK
Graduate: Bachelor in Finance
Nationality: Malaysian
Current Position: Finance Executive in Malaysia.

“Studying at GBS was a totally new experience for me and gave me the chance to learn in a new environment and in a different culture. Studying at GBS gave me an amazing opportunity to become a business leader. I will cherish the experience I gained at GBS.”



View our successful alumni on LinkedIn today!

www.linkedin.com/company/geneva-business-school



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GBS Students

Your success starts today

Invest in your future. Apply Now

Geneva Business School welcomes highly motivated individuals who wish to acquire the theoretical knowledge and practical skills in order to successfully and rapidly integrate the international job market.

We are looking for motivated individuals. We are looking for future leaders. We are looking for you.

Admission Process

Complete the online application form and upload the following documents:

- ▶ Copy of all academic diplomas or certificates obtained
- ▶ One passport photo
- ▶ Copy of passport / National ID
- ▶ Resume / CV
- ▶ Introduction / motivation letter explaining your choice of program (250 words)
- ▶ The Essay (500 words) - Refer to online instructions
- ▶ One academic / professional recommendation letter
- ▶ Receipt for the payment of the application fee

Admission Requirements

- ▶ International Baccalaureate of minimum 28 points / 3 A-levels / High School Diploma or equivalent
- ▶ Official English exam results (IELTS 5.5, TOEFL IBT 66) or equivalent (exempt if studying in an English speaking environment in the last 3 years)

Selection Criteria

- ▶ High level of motivation
- ▶ Personal qualities and competencies
- ▶ Previous experience in Management is an asset

Accredited by



Member of





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