

BACHELOR'S DEGREE PROGRAM

Geneva Business School and the Barcelona International Water Polo Academy (BIWPA) are delighted to introduce their new partnership offering a Bachelor's degree to their passionate water polo players after they graduate from high school. Student-athletes can now follow their high-performance water polo program, with a Swiss-quality business education.

TAILORED ACADEMIC PROGRAMS

At Geneva Business School, we are celebrating 25 years of cutting-edge, Swiss-quality education. Since our creation in 1995, we have developed from a single campus to state-of-the-art campuses in Geneva, Barcelona, and Madrid, with plans to expand even further. Our Bachelor's programs are adapted to student-athlete training schedules with adjusted timetables.

PROFESSIONAL FACULTY



FRANK HENDRICKX
Professor of
Sports Management

“ A Sports Management degree allows those students interested in both business and sports to follow their passion for the sports world obtaining all the necessary skills to become the future leaders and managers in the Sports Industry. ”

HIGH-PERFORMANCE WATER POLO

Led by 2x Olympic coach Quim Colet, the Sports Program is designed to develop the water polo fundamentals and focuses on individual skills, technique and tactics. Athletes also attend evening training with their club teams and compete every weekend in a league system that runs non-stop from October to June.

HIGH-ACHIEVING STUDENTS



FERRAN FONSECA, MEXICO
BIWPA Academy and
Bachelor's student-athlete

“ Barcelona is definitely one of the water polo capitals of the world; I have improved a lot with the BIWPA coaches and methodology these past two years. That's why I decided to apply for the Bachelor's to continue my water polo and academic career in Spain. ”





BACHELOR OF INTERNATIONAL MANAGEMENT

The Bachelor of International Management is an undergraduate degree designed to give you the tools to become a successful manager in the constantly changing business world. Specialize in one of the following areas:



International Management

International Management teaches you the key theories and principles of running a global team. Students gain the leadership tools and confidence to successfully run a modern international enterprise.



International Finance

The International Finance program makes you proficient in financial and investment theories, while providing strategies to understand the intricacies of valuation and quantitative analysis.



International Relations

International Relations teaches you about world politics and its impact on business. Upon graduation, you can pursue a career in global conflicts management and international cooperation.



Entrepreneurship

The Entrepreneurship specialization focuses on developing ideas and analyzing business plans. You will launch your own projects and graduate with the confidence to excel in the world of business.



Digital Marketing

Digital Marketing highlights the latest in marketing technologies, business development, and strategic planning. Graduates often pursue leadership roles in content creating, publishing, and media.



Sports Management

Sports Management teaches the skills needed for a career in sports marketing. You will focus on event management, new technologies, and networking so you can make an impact in this booming industry.

WORLD RANKINGS

Geneva Business School is ranked 59th out of the world's top 100 business schools, according to *CEOWORLD Magazine*.

We were awarded 3 Palmes of Excellence from Eduniversal International Scientific Committee, entering their global ranking of top business schools.

The website studying in Switzerland places us 7th in the top 10 Best Business Schools in Switzerland in 2019.



QUALITY EDUCATION

Accreditations



Memberships



SAPIHE ASIPES



Partnerships



Admissions Requirements

Intake dates: **September and February**
Admission process and requirements: gbsge.com
Email Geneva Business School with any questions: admissions@gbsge.com
Contact BIWPA for enquiries into the Sports Program: academy.gbs@biwpa.com or visit www.biwpa.com/academy



Barcelona Campus

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