



**Geneva
Business School®**
Real Business. Responsible Leaders.



BACHELOR

OF INTERNATIONAL MANAGEMENT

Apply Now



SWISS QUALITY EDUCATION
INTERNATIONAL NETWORK
PERSONALIZED MENTORING

Our Campuses

► Geneva
► Barcelona

► Madrid



Real Business. Responsible Leaders.

A 21st-century Swiss education institution contributing to a sustainable society.

Geneva Business School is an international business school with campuses in **Geneva, Barcelona, Madrid.**

We offer students a practical business education that prepares them to make an immediate impact as they begin their careers.

WHAT MAKES US UNIQUE?



Faculty are industry professionals



Diverse students, diverse perspectives



Project-based learning



Education for 21st-century business



Close-knit student community



International campus network



Industry events and networking



International programs 100% in English



L'Institut de
Formation de
Gestionnaire de
Patrimoine (IFGP)
is established

1995

The University of
Finance created,
providing education in
international banking
and finance

2001

University of Finance
acquires Geneva
Business Institute,
forming **Business &
Management
University**

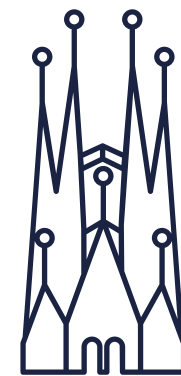
2003

Name changed
to **Geneva Business
School** to reflect our
emphasis on practical
business education

2009

OUR HISTORY

2012

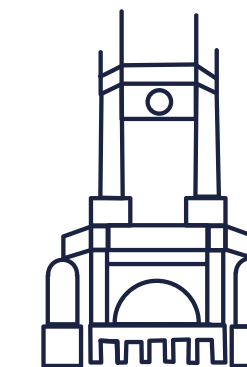


Barcelona
campus opens

2017

Geneva moves to
new campus
opposite UN with
student access to
the library

2018



Madrid campus
opens

2020

Barcelona and Madrid
both move to new
campuses

Geneva Business School
ranked **59th Best
Business School in the
World** by *CEOWORLD
Magazine*



**Geneva
Business School®**
Real Business. Responsible Leaders.

INTERNATIONAL EDUCATION FOR THE GLOBAL MARKETPLACE

Our admissions team is always available to answer your questions:
admissions@gbsge.com



Geneva

La Voie-Creuse 16
1202 Geneva Switzerland
+41 22 906 94 94
geneva@gbsge.com



Barcelona

Carrer de Rivadeneyra 4
08002 Barcelona Spain
+34 93 481 65 06
barcelona@gbsge.com



Madrid

Calle del Conde de Peñalver 45
28006 Madrid Spain
+34 910 353 469
madrid@gbsge.com



Online

Choose from our online programs and study from anywhere in the world
admissions@gbsge.com

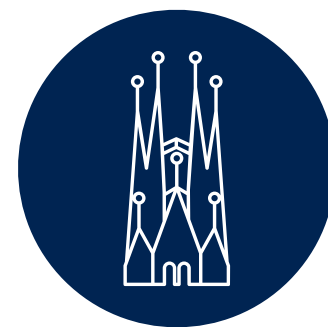


A DIVERSE CAMPUS NETWORK



Geneva

In Geneva's International Organizations district, opposite the UN



Barcelona

European innovation hub, world-class student city, vibrant sports scene



Madrid

Dynamic, entrepreneurial culture deeply involved in the startup ecosystem

3-year program
/ 6 semesters

BACHELOR OF INTERNATIONAL MANAGEMENT

Our Bachelor of International Management is the ideal place to begin your journey in business. You will learn theory with sector specialists and immediately put what you have learned into practise.

- State-of-the-art learning environment
- Two career days and active support in finding internships
- All materials covered in fees

	Geneva	Barcelona	Madrid
International Management	✓	✓	✓
Entrepreneurship	✓	✓	✓
International Finance	✓	✓	✓
Digital Marketing	✓	✓	✓
International Relations	✓	✓	✓
Sports Management	✓	✓	✓

Spring / Fall

BACHELOR'S ACADEMIC CALENDARS

Download our academic calendars for the Geneva, Barcelona & Madrid Campuses to find out all the academic events, public holidays, Welcome Week, and more.

Geneva

Barcelona

Madrid

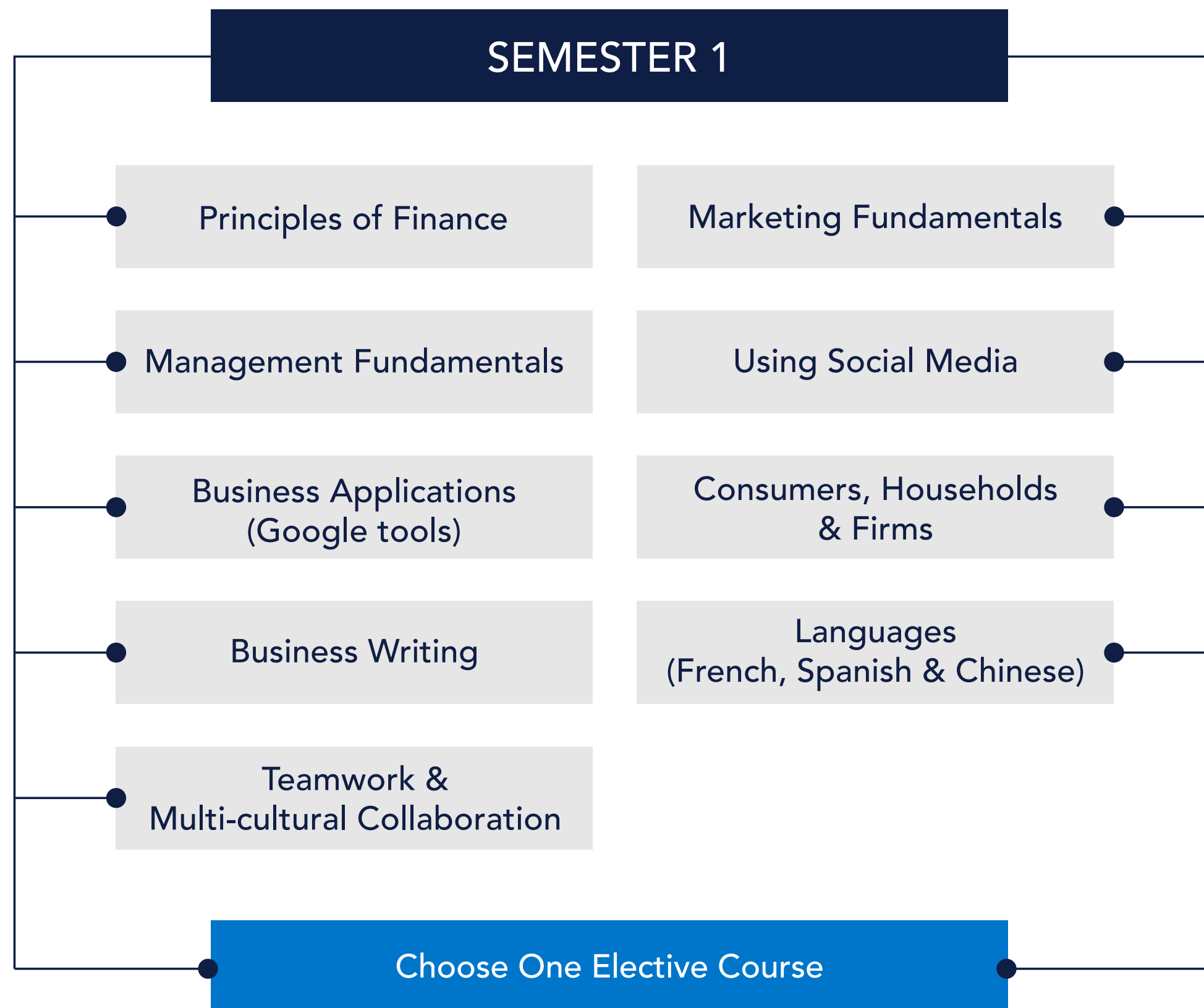
BACHELOR OF INTERNATIONAL MANAGEMENT (BIM)

STUDY PLAN

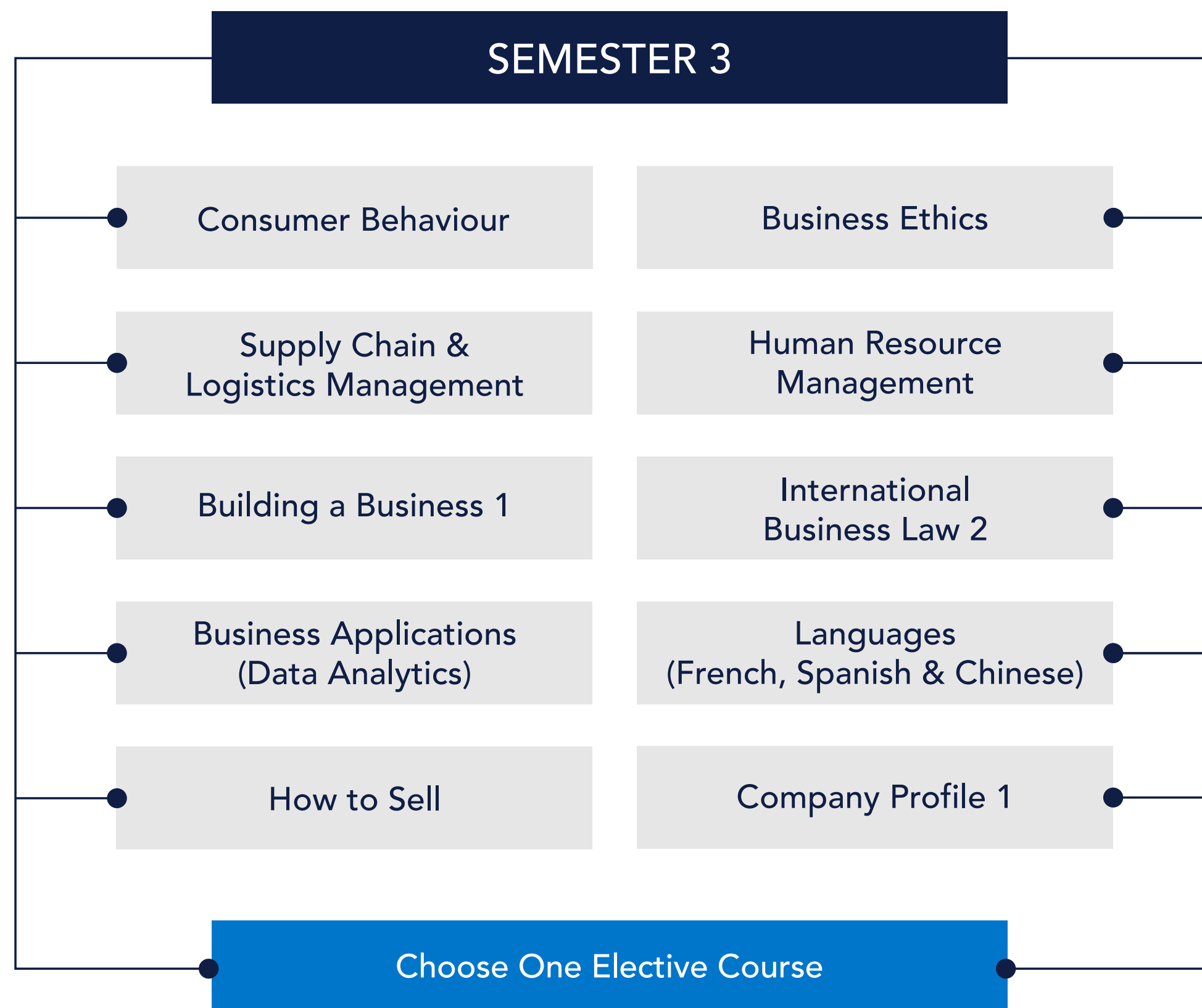


These study plans are for indicative purposes only. Programs may vary on each Geneva Business School campus. The availability of elective choices will vary from campus to campus and will depend on student numbers. The minimum number of ECTS credits required to graduate with a bachelor's degree is 180.

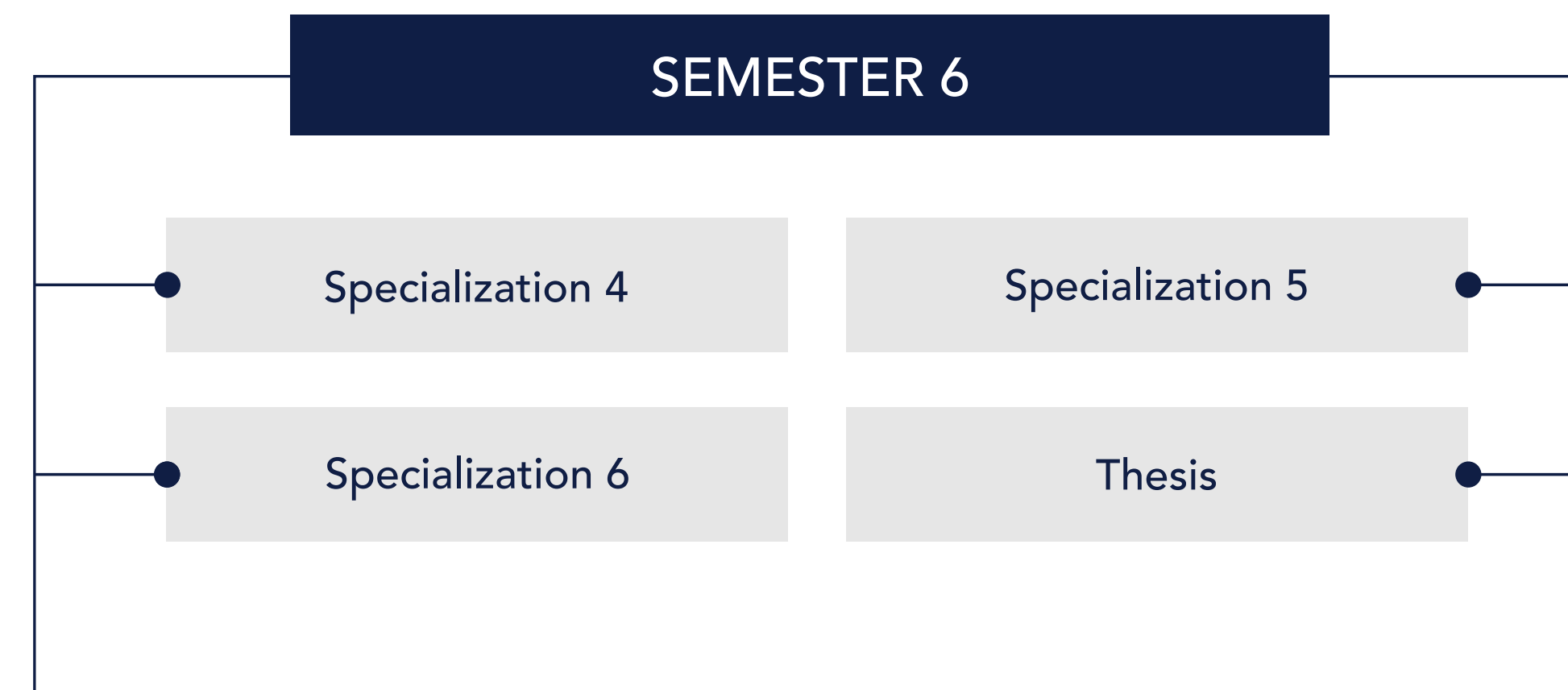




Students will undertake 2 compulsory professional experiences, one in the first year and one in the second or third year.



Students will undertake 2 compulsory professional experiences, one in the first year and one in the second or third year.



Students will undertake 2 compulsory professional experiences, one in the first year and one in the second or third year.

SPECIALIZATION

International Relations

- Global Organizations
- Global Environmental Governance
- Geopolitics
- Natural Resource Conflict
- Cyber Diplomacy
- Global Environmental Governance
- International Relations
- Diplomacy and Business
- Political Analysis
- Intelligence Gathering
- International Human Rights Law

International Management

- The Learning Organization
- Corporate Social Action
- Performance Management
- Managing a Remote Team
- Multicultural Management
- Agile Management
- Critical Issues in Management
- Business Analytics
- Family Business Management
- Management, Organizations & Society

International Finance

- International Financial System
- Mathematics of Finance
- Financial Derivatives
- Startup Finance
- Financial Modeling
- Business Life Cycle Financing
- Financial Statement Analysis
- Financial Management
- Portfolio Management
- Financial Instruments: Options & Bond Markets

Students undertake 6 specialization courses,
those listed are indicative of the types of courses on offer.

SPECIALIZATION

Sports Management

- Leadership and Innovation in Sports
- eSports Management
- Global Expansion in Sports
- Sports and Technology
- Sports Psychology
- Sports Law
- Ethics and Professionalism in Sport
- Fan Engagement
- Athlete and Player Career Management
- Digital Marketing in Sport
- Stadium and Event Management
- Financial Strategies in Sports

Entrepreneurship

- The Entrepreneurial Mindset
- Social Entrepreneurship
- Data Analysis for Startups
- Managing & Financing Innovations
- Design Thinking
- Business Simulator
- Entrepreneurship & Intrapreneurship
- The Business Plan
- New Business Models
- Disruptive Leadership & Management
- Analysis of Niche Market Opportunities

Digital Marketing

- UX Design
- Marketing and E-commerce
- Agile Marketing
- Digital Revolution
- B2B and B2C Digital Marketing
- Current trends in digital marketing
- Web and Mobile Design and Usability
- Understanding SEO
- Digital Marketing Channels
- Consumer Behaviour in the Online Environment
- Social Media and Virtual Communities in Business

Students undertake 6 specialization courses,
those listed are indicative of the types of courses on offer.

OUR PROFESSIONAL FACULTY



Fiorenzo Manganiello

Blockchain and Bitcoin expert,
Ambassador for Global
Business Blockchain Council

**Professor of
Cryptocurrency
& Blockchain Technologies**



Julie Vinnai

Global Business
Growth Strategist

**Professor of Organizational
Behavior, Operations Management
& Business Ethics**



Dag Flachet

CGO CODIFIC,
Investor

**Professor of Entrepreneurship
& Leadership**



Follow our Faculty!

RESEARCH CENTER

Our Research Hub

A platform for staff, faculty and research students to share ideas and collaborate. All conversations are moderated by our Research Fellows.

Our Research Hub

Our Publications

Here you will find all research produced by faculty, students and staff of Geneva Business School.

Research Repository

PROFESSIONAL NETWORK, FLEXIBLE CLASSROOMS



We bring real world opportunities to the classroom and our classroom into the real world.

CODIFIC PARTNERSHIP

Codific is a software engineering firm whose promising software engineering interns team up with Geneva Business School students to build digital products and launch projects.



Dag Flachet
CGO Codific, Investor
Professor of Entrepreneurship & Leadership

SUCCESS STORIES



AMY WANDAY

Kenyan

CEO African Sports Network

Bachelor's Alumna 2021



MOHAMMAD EL SARRAG

Egyptian
CEO Hotdesk

Bachelor's Alumnus 2019



Building authentic and deep **connections** with **colleagues** and **faculty** members from different countries around the world has enabled me to **expand** my business to **16 different cities** across four different continents.

Even post graduation, **Geneva Business School** is providing me with incredible **support**, which has only helped me to further **succeed in my life** and to **empower my business**. ”

[Learn More >](#)





SLAHDE SEALE

South African
Founder Quoin Cards
Bachelor's Alumnus 2021



BUSINESS EVENTS



BUSINESS HUNTERS

Business Hunters is an innovative end-of-semester event designed to showcase startup ideas that have been worked on throughout the semester.

Based on the model of the BBC's Dragon's Den, the event gives students experience in presenting a business idea to a panel of external judges.



BUSINESS HUNTERS

**GENEVA BUSINESS SCHOOL
KICKSTARTER FUND**

DATE 24/01/2020

1 2 3 4 7 8 5 9 1 2 8 6 5 4 3 1 2 0 1

TEAM

QUION

€600

CAMPUS DIST



INDUSTRY INSIGHTS



Interactive on-campus
conferences with expert
guest speakers.

ADMISSION REQUIREMENTS

Students who wish to apply to a Geneva Business School bachelor's degree must have successfully completed their final secondary school examinations and any other required examinations qualifying them for university admission in their country or in the country where their secondary school studies took place.

- Swiss Maturité, International Baccalaureate of minimum 30 points, 3 A-levels, high school diploma or equivalent (Geneva Business School uses a country-specific admissions criteria for prospective bachelor's students. Please **contact our Admissions Department for more details.**)
- IELTS 6.0 / TOEFL 70 / **DET** 95-100 / TOEIC 650 (official English exam results) or proof of studying previously in an English-speaking environment for a minimum of 3 years
- A scanned copy of all required academic diplomas, transcripts, and academic certificates
- **[A 500-word written response to a business case study - click here](#)**
- An interview with a representative from the academic team on their chosen campus. Their response to the case study will be discussed in the interview.
- Photocopy of valid passport / national ID
- 1 reference letter from a former teacher or employer

TUITION FEES

Geneva Campus

Application Fee: EUR 150 (non-refundable, paid upon the application)

Administration Fee: CHF 3000 (one-time fee, 80% refund if the entry Visa or Residence permit is refused by the visa authorities)

Tuition Fee per Semester: CHF 12,450 (3-year / 6 semester program) (100% refund if the entry Visa or Residence permit is refused by the visa authorities)

Barcelona & Madrid Campuses

Application Fee: EUR 150 (non-refundable, paid upon the application)

Administration Fee: EUR 1,900 (one-time fee, 80% refund if the entry Visa or Residence permit is refused by the visa authorities)

Tuition Fee per Semester: EUR 6,950 (3-year / 6 semester program) (100% refund if the entry Visa or Residence permit is refused by the visa authorities)

QUALITY EDUCATION

Accreditations



Partnerships



Memberships



FÉDÉRATION SUISSE DES ÉCOLES PRIVÉES

SAPIHE ASIPES



WORLD RANKINGS

Geneva Business School is ranked 55th 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, upon entering their global ranking of top business schools.

The website **Studying in Switzerland** list us as one of the Best Business Schools in Switzerland.

We received a student-voted Global Student Satisfaction Award for Career Development in 2021.



YOUR FUTURE STARTS TODAY

Invest in your future.

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

If you aim to be a responsible leader of the future, we're looking for you.

[Apply Now](#)

[Book a Meeting](#)

25 1995-2020
YEARS

Geneva
Business School®
Real Business. Responsible Leaders.

THANK YOU!