



**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.





Geneva

Madrid

Barcelona

INTERNATIONAL EDUCATION FOR THE GLOBAL MARKETPLACE

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 2021 / Fall 2021

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

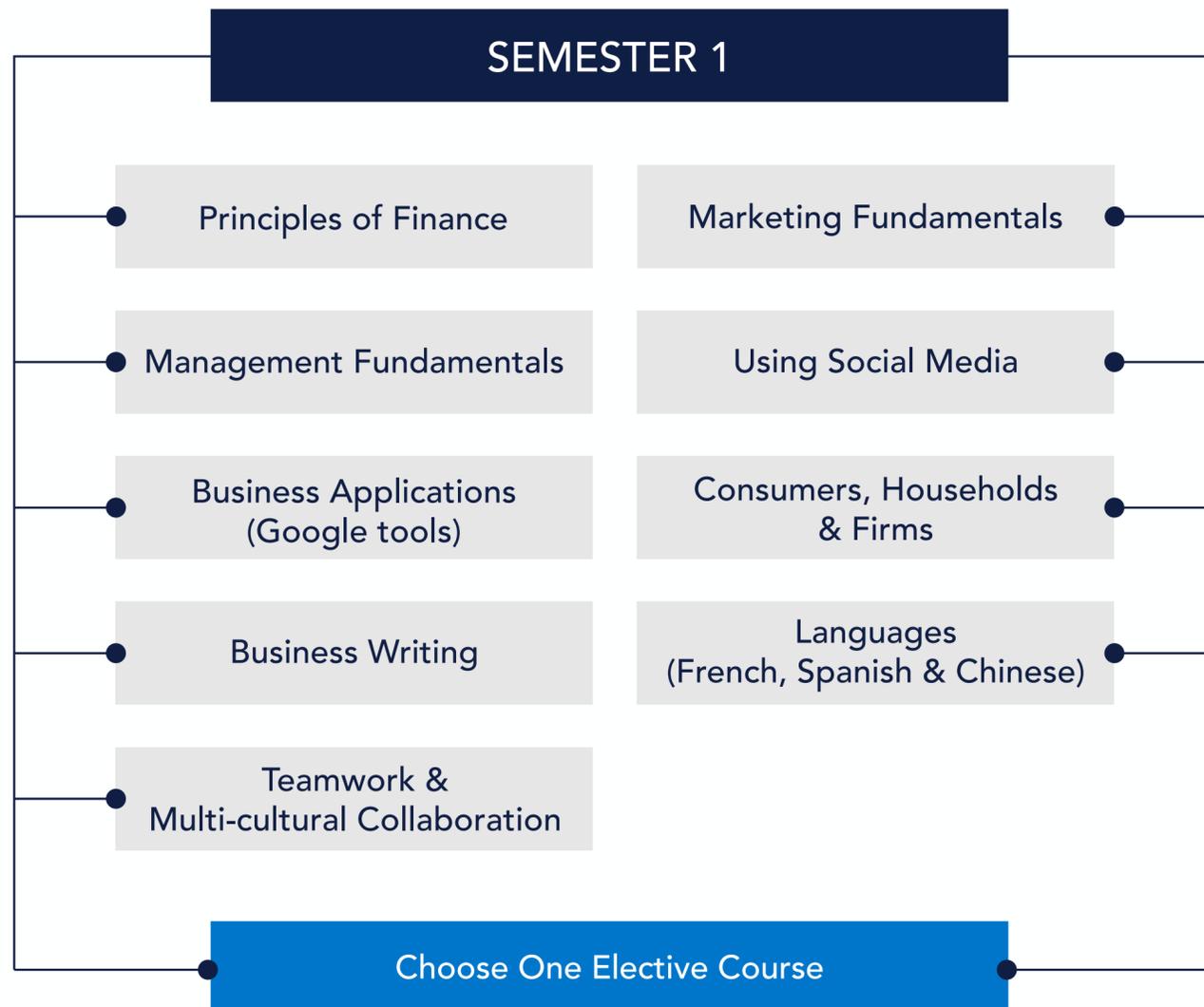
Madrid

BACHELOR OF INTERNATIONAL MANAGEMENT (BIM) STUDY PLAN

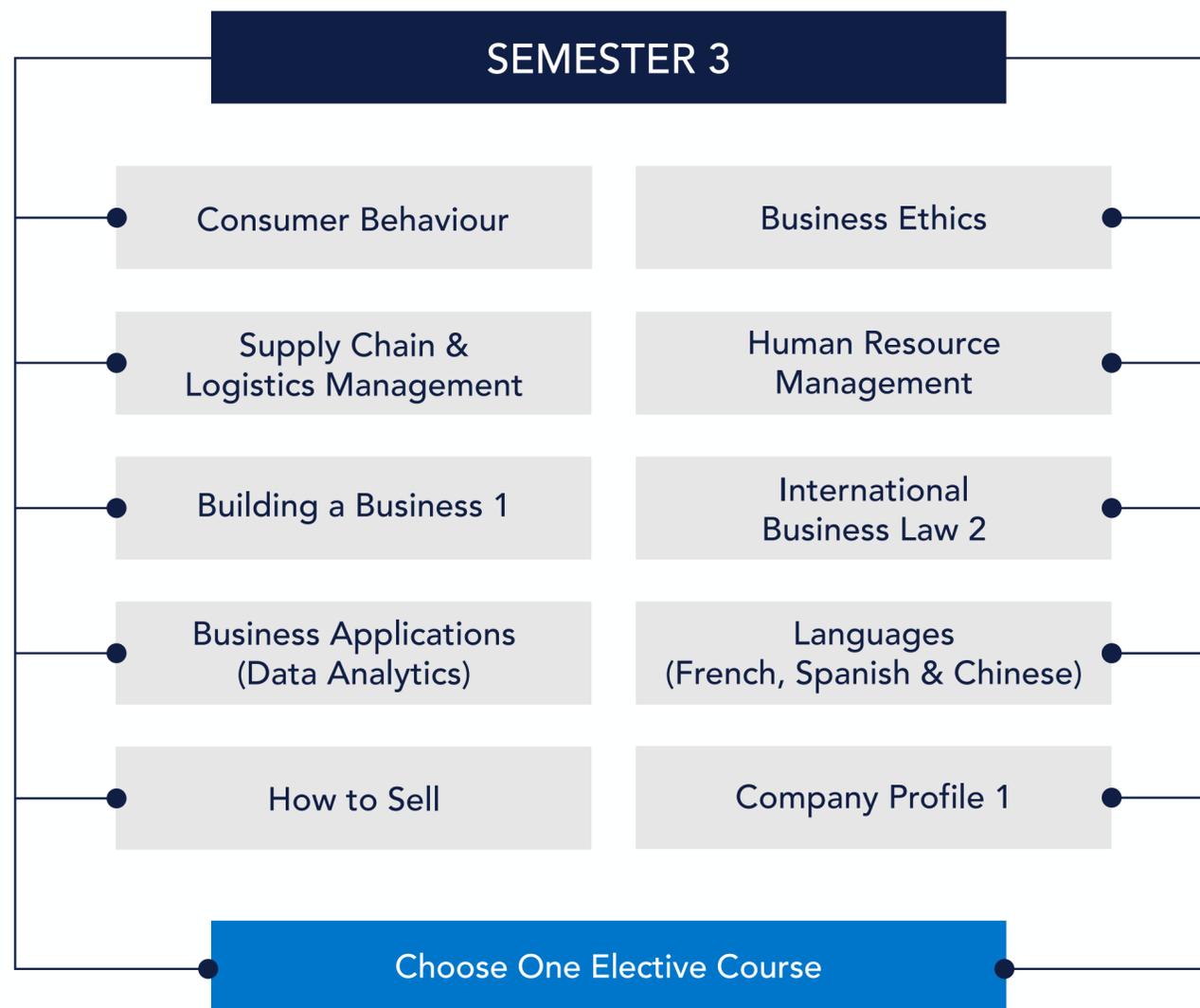


These study plans are for indicative purposes only. Programs may vary on each Geneva Business School campus. The availability of elective choices will vary from campus to campus and will depend on student numbers. The minimum number of ECTS credits required to graduate with a bachelor's degree is 180.

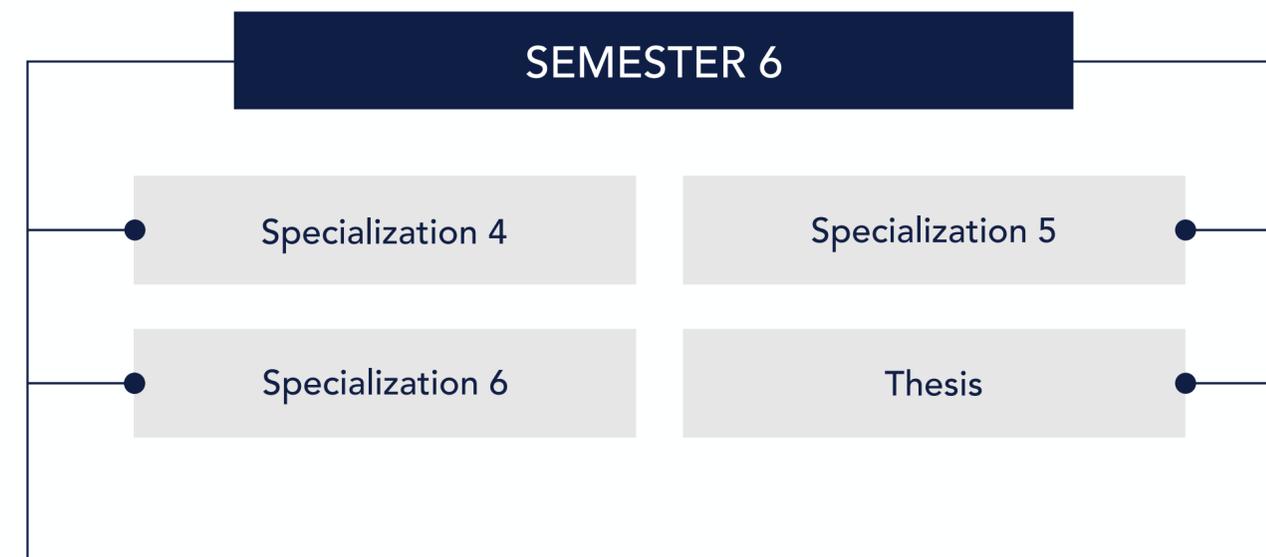




Students will undertake 2 compulsory professional experiences, one in the first year and one in the second or third year.



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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

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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
Current Bachelor's Student**

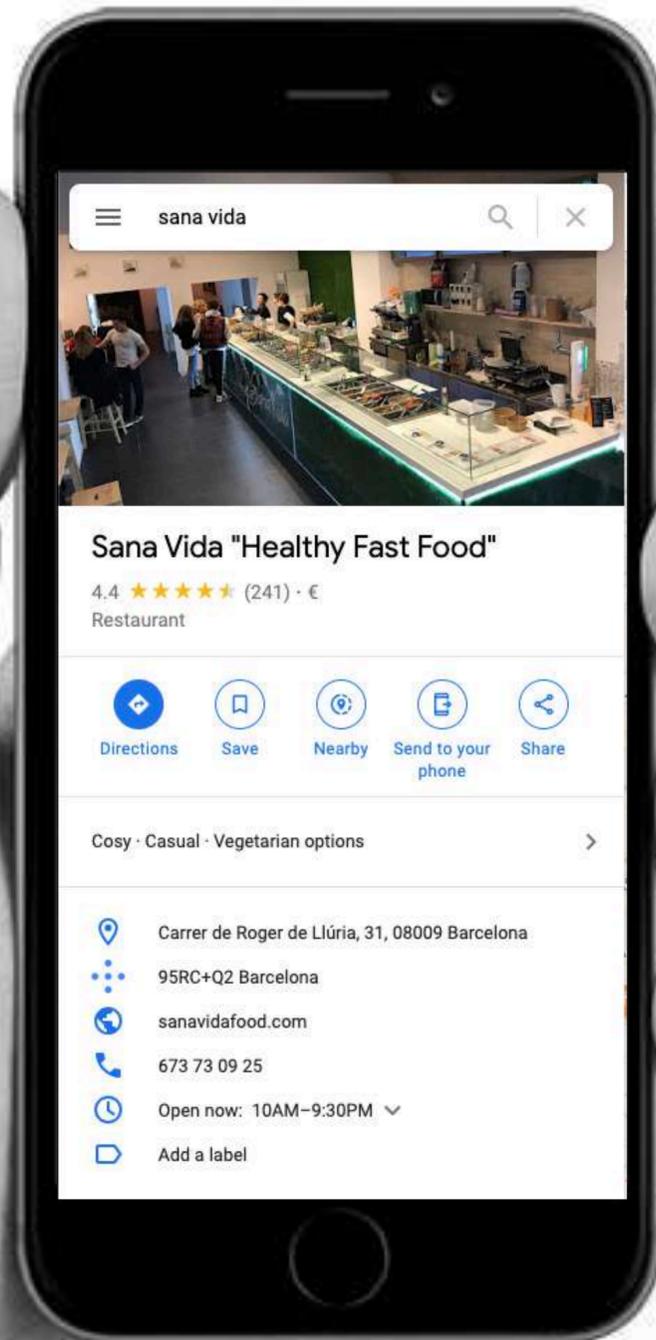


MAHMOUD HAGAS

Egyptian

Founder Sana Vida Restaurants
Alumnus (2019)

“Not only when it comes to your future and just working in general but I think especially at **Geneva Business School**, for **entrepreneurship**, for people who want to go their own way, for people who have **ideas** and want **to explore** new things, I think there's no better place in Barcelona.”



AINIS VISOKINSKAS JUSTAS BERZINSKAS

Lithuanian
Co-founders of Kloogo
Current Bachelor students (2020)

Guided by Professor Dag Flachet, **Kloogo** successfully launched a Kickstarter campaign to fund their application to **match-make entrepreneurs with talent for new startups.**



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 3



TEAM

QUION

€600

CAMPUS DIRE

A group of approximately ten young adults are sitting in a circle on blue chairs in a bright, modern room. A large world map is visible on the wall behind them. The scene is overlaid with a semi-transparent white filter.

INDUSTRY INSIGHTS



Interactive on-campus conferences with expert guest speakers.

ADMISSION REQUIREMENTS

ACADEMIC REQUIREMENTS

Swiss Maturité, International Baccalaureate (minimum 30 points), 3 A-levels, a high school diploma or equivalent.

ENGLISH REQUIREMENTS

Official English exam results

TOEFL: 70 / IELTS: 6.0 / DET 95-100 / TOEIC 650

If an official English exam certificate cannot be obtained, we will consider proof of studying previously in an English-speaking environment for a minimum of three years or an interview in English with a Geneva Business School representative.

REQUIRED DOCUMENTS

To apply, you must send the following documents to your Admissions Manager:

-  Photocopy of valid passport/ national ID card
-  A scanned copy of all required academic diplomas, transcripts, and academic certificates
-  One reference letter
-  Receipt for the payment of the application fee
-  A 500-word written response to a business case study.
-  Applicants will participate in a interview with a representative from academic team on their chosen campus. Their responses to the case study will be discussed in the interview.

TUITION FEES

BACHELOR'S FEES 2021

Geneva Campus

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

Administration Fee: CHF 3,000 (one-time fee, 80% refund if the entry visa or residence permit is refused by the visa authorities)

Tuition per term: 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 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 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



WORLD RANKINGS

Geneva Business School is ranked 57th 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.



eduniversal
BUSINESS SCHOOLS
RANKING



Study in
Switzerland

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

25 1995-2020
YEARS

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

THANK YOU!