



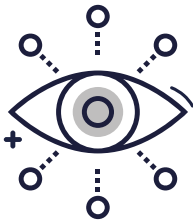
**Geneva
Business School®**
Real Business. Responsible Leaders.

VISION, MISSION & QUALITY ASSURANCE MODEL

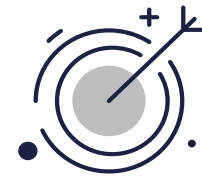


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One Vision



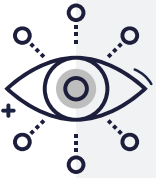
One Mission and 4
Educational Pillars



Academic
Broad-Based Goals



Quality
Assurance Model



GENEVA BUSINESS SCHOOL VISION

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



GENEVA BUSINESS SCHOOL MISSION



Contributing to the academic and busine





DEFINITION OF SWISS EDUCATION

Swiss Education implies that the students' experiences, regardless of location or program delivery modes, are strongly influenced by Swiss ethos of quality which is defined by the following principles:

- Punctuality, commitment, engagement (Behavior)
- Respect for diversity, minorities, and beliefs (Values)
- Small classes, connection to realities, involvement of industry experts, critical and outside-the-box thinking, collaborative decision-makers (Teaching and Learning).

The Swiss ethos of quality reinforces students' readiness for work.

Vision

Mission

Academic
Broad-Based Goals

Quality Assurance
Model

4 Educational Pillars
& its commitments



PILLAR 1

Ensuring Student Success along and academic excellence



01

Continuously maintaining, improving, and developing the quality of our education in order to meet changing market and student needs.



03

Developing students' competences and enhancing their capacity to join the industry.

CREATIVITY IS
INTELLIGENCE
HAVING FUN



02

Attracting professional faculty and worldwide students able to cultivate outstanding leadership and academic qualities.



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PILLAR 2

Managing the institution efficiently in terms of organization and allocation of resources



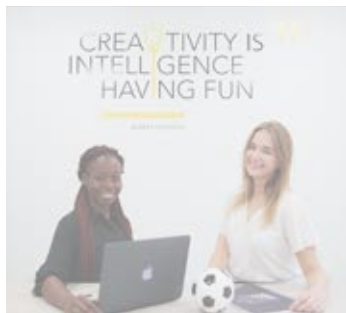
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Continuously improving the communication between the Geneva Business School team, students, staff, and faculty for each campus as well as between campuses.



06

Governing the institution and driving its operations to achieve its mission and vision.



05

Ensuring the institution's long-term sustainability through strategic management, resource management, performance management and cost management.



Vision

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PILLAR 3

Engaging with stakeholders through partnership, collaboration, company placements or membership activities



07

Leveraging relationships with partners and offering student-oriented services.



09

Involving partners in the development of the institutions.

CREATIVITY IS
INTELLIGENCE
HAVING FUN



08

Developing and maintaining Geneva Business School's international image and increasing awareness about programs offered.



Vision

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PILLAR 4

Contributing to the academic and business body of knowledge, through research collaboration, teaching and the public dissemination of findings



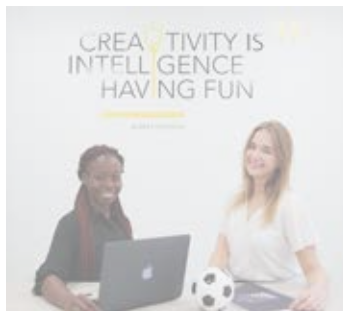
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Contributing to the academic and business body of knowledge.



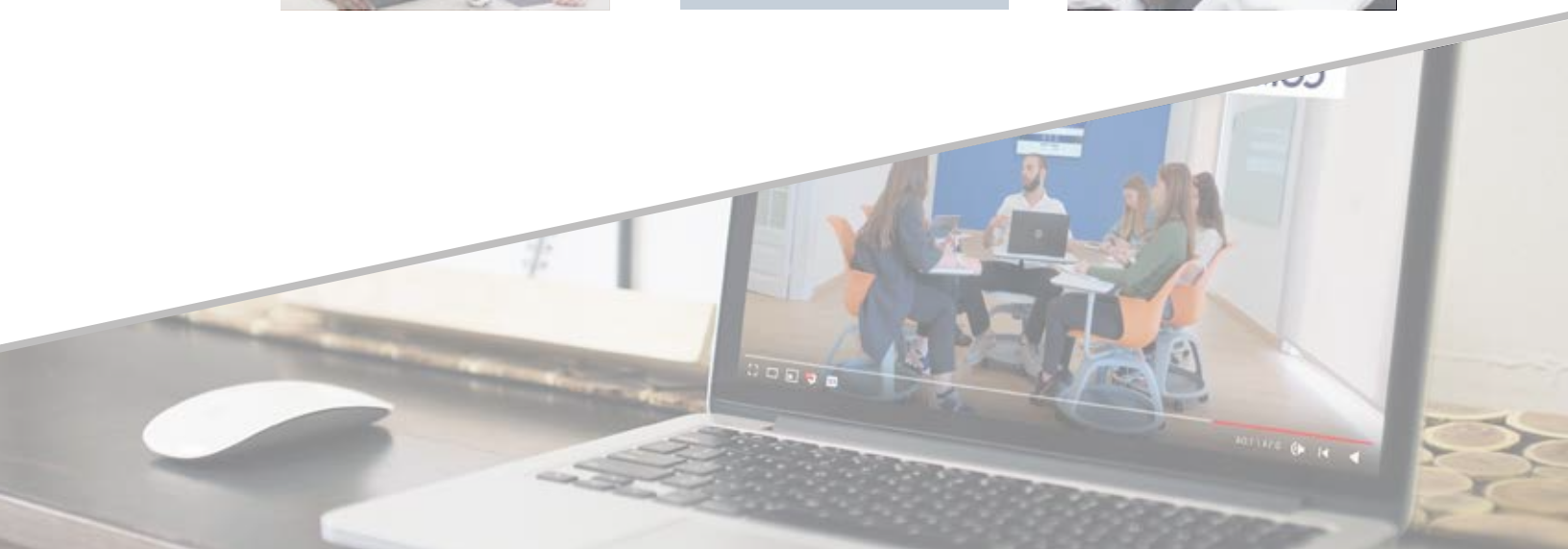
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Inspiring Geneva Business School faculty and students to adopt ethical practices, participate in research collaboration and publicly disseminate research findings.



12

Encouraging Geneva Business School faculty and students to engage in research activities and promoting the unity of research and teaching.



Academic Broad-Based Goals

Vision

Mission

Quality Assurance
Model

Academic Broad-Based Goals

The academic business unit's mission and goals provide strategic direction for guiding its decision making.

The academic business unit's outcomes assessment plan evaluates the extent to which the unit's mission and broad-based goals are being accomplished.

The broad-based goals at Geneva Business School represent the general aims or aspirations of the academic business unit and derive from the mission.

The broad-based goals of Geneva Business School are instrumental to the success of Geneva Business School in the sense that achievement of the goals would provide evidence that the academic business unit is accomplishing its mission.

Broad-Based Student Learning Goals:

1. Understand the major concepts of business applicable to companies of all sizes.
2. Obtain business knowledge and understand the management processes involved.
3. Learn the different types of effective communication skills.
4. Understand the importance of personal and professional integrity.
5. Understand the ethical ramifications of business decisions.

Broad-Based Operational Goals:

1. The curriculum will cater for students in order to prepare them for the skills required in the professional workplace.
2. Students will have access to all necessary materials and facilities to assist them in completing all courses successfully.
3. The faculty members will be composed mainly of active professionals.
4. The program will allow for students to be placed in work placements following completion of their studies.

Vision

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Academic
Broad-Based Goals

Quality
Assurance Model

Quality Assurance Constituents

The table below describes the eight quality assurance areas monitored by respective committees and through a flow process of strategies (at executive level), policies (at management level) and of guidelines (at the operation level)



Quality Assurance Model

Vision

Mission

Academic
Broad-Based Goals

At Geneva Business School, we have developed a tailor-made quality assurance model that pushes us to achieve our goals through a structured, planned, and sustainable approach.

The Geneva Business School Quality Assurance Model coordinates Geneva Business School processes across all campuses and program locations. It encourages coherence and efficiency in practices and services.

The model is composed of two aspects:

The Geneva Business School Operating Structure ensures that quality inputs contribute to the accomplishment of desired outputs.

The Geneva Business School Quality Cycle supports the school in verifying and attesting efficiency in procedures, academic programs, and any other internal or external services.

The Quality Assurance Model relies on synergies between strategies (executive level), policies (management level) and guidelines/protocols (operational level) in the following domains:

- Academic Excellence
- Communication and Public Disclosure
- Institutional Resources
- Purposes and Planning
- Quality Assurance
- Research
- Students Services
- Services to the Community

The Quality Assurance Model standardizes practices, processes, and documentation across all departments, campuses, and partners' locations to guarantee consistent learning outcomes for all students and a sense of belonging for all employees.

However, cultural or legal factors are taken into consideration to promote the unique value and identity of individual campuses or program locations outside of Switzerland. This flexibility allows governance and empowerment to remain at the heart of Geneva Business School's educational activities without jeopardizing compliance with its Quality Assurance Model.

Geneva Business School systematically shares its quality assurance results and outcomes with its staff, faculty, students, partners, and external audiences.



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