



**Geneva  
Business School**

*Real Business. Responsible Leaders.*



**Real Business, Responsible Leaders**  
**Unlock your business potential**



SWISS QUALITY EDUCATION  
INTERNATIONAL NETWORK  
LEADERSHIP DEVELOPMENT

**Geneva • Barcelona • Madrid**

[www.gbsge.com](http://www.gbsge.com)


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# At a Glance

## Programs at Geneva Business School

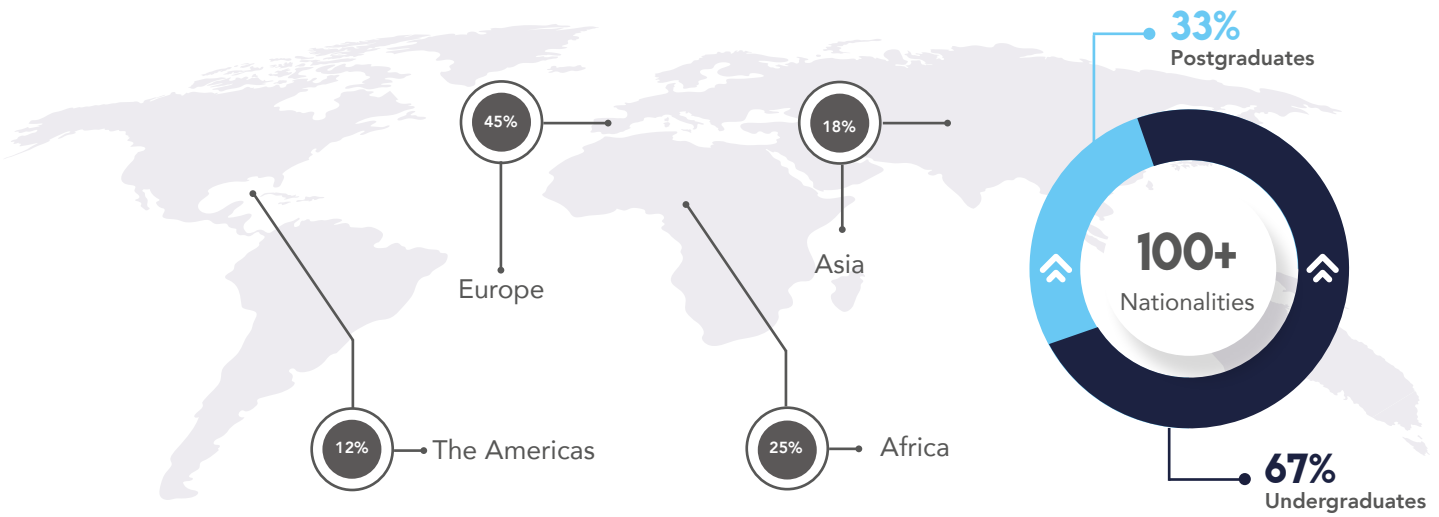
 Bachelor of International Management

 Master of Business Administration (MBA)

 Master of International Management


 Doctorate of Business Administration (DBA)

## Our Campuses | Geneva | Barcelona | Madrid



Community	2000+ Alumni	600+ Students	100+ Faculty	100+ Nationalities
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## World Rankings

 Ranked 50th best Business School in the world

## Accreditations & Memberships



## A selection of our Partners



# Real Business, Responsible Leaders

Our mission is to have a positive impact on **future Responsible Leaders** and improve their management practices.

We achieve this by connecting a community of eager, ambitious, and creative students with a teaching faculty that brings experience of success in **Real Business**, proven professional acumen, and the ability to teach with engaging, innovative methods.



Ensuring student success along academic excellence.



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



Engaging with stakeholders through partnerships, collaboration, company placements and membership activities.



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





# Why Geneva Business School?

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Geneva Business School offers an exclusive and privileged education in a **real international** community, inspired by the **Swiss learning philosophy**.

Through the concentration of core, orientation, and specialization courses, **Geneva Business School** strives to build the best foundation for its students with dynamic small class sizes.



Real Business Education



Career Development



International Experience



Programs



Professional Faculty



Campus Environment



Campus Network



Student Life

At Geneva Business School we aim to provide our students with a **real added value for both the present and the future**, allowing them to stay ahead of the curve in the competitive global market.

Develop tangible leadership skills that will empower you to make a meaningful impact in the business world, while gaining practical experience that bridges the gap between theory and practice.

Choose Geneva Business School for a transformative education that equips you to excel as a **Responsible Leader** in the ever-evolving landscape of business, with confidence and distinction.



# Our History

● **2023**

**Geneva Business School** and the **World Federation of United Nations Associations (WFUNA)** successfully completed their first joint educational initiative - an **Advanced Training Program** - held at the **WFUNA** office in Geneva.

● **2020**

**Barcelona** and **Madrid** campuses move to brand new, state-of-the-art facilities, providing students with modern and inspiring learning environments that foster innovation and creativity.

● **2018**

**Madrid campus** opens its doors to students and faculty, and becoming a vibrant hub for academic and professional growth.

● **2017**

Geneva Business School moves to a **new campus located opposite the United Nations in Geneva**, providing students with a dynamic learning environment and easy access to the prestigious **UN library**.

● **2012**

Geneva Business School expands its **global presence with the opening of its Barcelona campus**, providing students with a diverse and dynamic international learning environment.

● **2009**

The School's name is changed to **Geneva Business School** to reflect our emphasis on practical business education.

● **2003**

**The University of Finance** acquires **Geneva Business Institute**, resulting in the formation of **the Business & Management University**, a pivotal moment in the school's history, marking its evolution into a comprehensive institution dedicated to providing cutting-edge business education.

● **2001**

The University of Finance is established, offering specialized education in international banking and finance, and laying the groundwork for **Geneva Business School's future as a leading institution in business and management education**.

● **1995**

**The Institut de Formation de Gestionnaire de Patrimoine (IFGP)** is founded in response to the financial industry's growing demand for continuous vocational training. This establishment laid the groundwork for Geneva Business School's illustrious history and set the stage for its future development and accomplishments.

# Our Faculty

We believe a **true business education** can only be provided by including proven **business leaders**.

For that reason, our faculty brings a combination of academic understanding and **Real Business experience** to the classroom. They each work actively in their sectors and offer students their insights into current business trends as well as access to their global networks.

In class, our faculty organizes business challenges from creating companies and writing business plans to market research. This commitment to quality teaching and our interactive campuses provide a **360° learning experience** to fully prepare students for the modern workplace.

[Learn more about our Faculty](#)







# Academic Experience through a Real Business mindset

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## Welcome Leadership Week

Geneva Business School inaugurates every new semester with **Welcome Leadership Week** twice a year. This week-long event reinforces the values and principles of the institution through a number of activities, case studies, team building and cultural awareness sessions, all of which are designed to prepare students for their time in higher education, including:

- Group activities promoting social interaction among students.
- Language assistance for basic local language skills.
- Guidance on navigating bureaucratic processes in Spain and Switzerland.
- Preparation for effective teamwork in diverse projects.

The main focus is a week-long **group case study**, where students are supported through an academic project that covers all elements of business management, including entrepreneurship, marketing, international relations, sports management and finance.

## Career days

With professional development as a high priority for our students, we host a **Career Day once a year**. We collaborate with a range of companies from different business sectors to help our students find opportunities that inspire them, including internships, volunteering and work placements.

## Conferences

To provide a true variety of educational opportunities, we frequently hold events for students. We invite **guest speakers from around the world** to our classes and organize webinars, roundtable, debates, and other activities.



# Academic Calendar

This is a provisional calendar and subject to change.

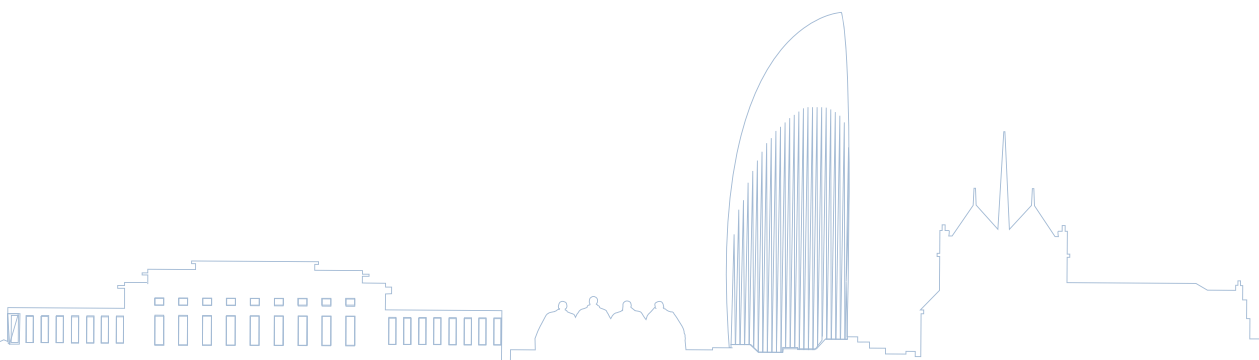
Holidays
  Key weeks

Activities	Spring semester					Fall semester				
	Mar	Apr	May	Jun	Jul	Sept	Oct	Nov	Dec	Jan
Welcome Leadership Week										
Leadership Development Week										
Class Day										
Case Study Week										
Recovery Week										
Presentation Weeks										
Thesis Defenses										
Graduation Ceremony										
Spring and Winter Breaks										

Classes start in **March for the Spring Semester** and **September for the Fall Semester**. Each semester begins with **Welcome Leadership Week** for bachelor’s students and **Leadership Development Week** for our master’s students.

**Thesis defenses** take place in January and June for students in all academic programs across all three campuses.

Our academic calendars are designed to optimize your learning experience at Geneva Business School. Our curriculum allows you to delve into core subjects, explore your interests through specialization courses, and engage in practical projects. Our aim during the school year is to prepare you to become **Responsible Leaders** in the **Real Business world**, equipped with the knowledge and skills needed to excel in your chosen field.



# Bachelor of International Management



## INTAKE

Spring & Fall



## CAMPUS

Geneva, Barcelona, & Madrid



## DURATION

3 years



## LANGUAGE

100% in English

Our pioneering 3-year Bachelor of International Management program with six specializations offers a unique educational experience.

For students seeking an even greater **international experience**, we have partnerships that can help make this a reality: **Cardiff Metropolitan University, Fisher College, Northumbria University, or the University of Management and Technology (UMT)**, to name but a few.

The Bachelor of International Management is built to prepare students for success in the business world. We provide project-based learning, where theory is put into practice, giving them a taste of how real work is done in high-performing companies.



"As an aspiring young business professional, a challenging and dynamic learning environment is vital. At Geneva Business School, professional and personal development are equally centralized and encouraged by a faculty network of business professionals, small classes, and inspiring classroom discussions. It's a place to grow, thrive, and connect with like-minded, driven internationals."

**Josefin Floser, 23, Sweden**  
**Social Media Manager**

Bachelor's student  
Specialization in Digital Marketing

## Entry Requirements

- **Swiss Maturité, International Baccalaureate** of minimum 30 points, **3 A-levels, high school diploma** or equivalent.
- **IELTS 6.0 / TOEFL 80 / Duolingo Test 105-115 / TOEIC 650 (official English exam results) / Cambridge B2 / Pearson 46** or proof of studying previously in an English-speaking environment for a minimum of 3 years.

**Unlock your potential and scan this QR code now**



## Bachelor's specializations

Geneva Business School offers six diverse specializations, allowing students to tailor their education journey. The list of courses provided serves as an indication.



### Digital Marketing

- Marketing & E-commerce
- Gamification in Marketing
- Machine Learning (ML)
- Digital Narrative
- Understanding SEO
- Digital Marketing Channels
- Visual Marketing
- Artificial Intelligence (AI)



### Entrepreneurship

- Entrepreneurial Mindset
- Social Entrepreneurship
- Data Analysis for Startups
- Managing & Financing Innovations
- Design Thinking
- Business Simulation
- Entrepreneurial Storytelling
- Disruptive Leadership & Management



### International Finance

- International Banking & Finance
- Mathematics of Finance
- Startup Finance
- Investment Management
- Business Life Cycle Financing
- Financial Statement Analysis
- Portfolio Management
- Financial Ethics
- Financial Viability Studies



### International Relations

- International Human Rights Law
- Globalization & Geopolitics
- International Conflict Resolution
- Regime Change & International Security
- Political Analysis
- International Relations theories
- Power Shifts New Threats in the 21st Century



### Entertainment Industry

- Creative Entrepreneurship
- Entertainment Business Finance
- Economics of Creative Industries
- Copyright & Contract Management
- The Art of Live Entertainment
- Marketing Strategies in the Global Entertainment Industry
- Entertainment Crisis Management & Strategic Response



### Sports Management

- Sports Law
- Sports Governance
- Financial Strategies in Sports
- Leadership & Innovation in Sports
- Sports Media Relations & Communications
- Ethics and Professionalism in Sport
- Athlete & Player Career Management
- Digital Transformation in the Sports Industry



# What our students say



**Valmar Alve, 24, Estonia**  
**Content Creator at Sparrow Analytics**

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Bachelor of  
International Management student

**"Geneva Business School fosters a safe learning environment where students embrace and learn from their mistakes. With a vast network of experienced faculty, valuable connections are formed, providing abundant opportunities for internships and professional growth. The immersive classroom experience coupled with meaningful relationships with peers and professors is instrumental in my personal and professional development."**



**Shaun Pereira, 23, India**  
**CEO at Emailpref**

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Bachelor of  
International Management student

**"At Geneva Business School, we focus on soft skills, as we actually have subjects like public speaking, where they teach us what to do and what not to do in open environments when speaking to people. They also teach us one great thing, which is email etiquette, instructing us on how to email professors or how to email potential job interviewers."**



**Zeinabou Bunji, 22, Cameroon**  
**Business Developer at Meetoptics**

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Bachelor's student  
Specialization in Entrepreneurship

**"Put yourself out there and meet new people. Establish relationships with other students, participate in student clubs like the book club or the chess club. Just go out there, have fun, and try to build connections."**

# Master of International Management



## INTAKE

Spring & Fall



## CAMPUS

Geneva, Barcelona, & Madrid



## DURATION

1.5 years



## LANGUAGE

100% in English

The **Master of International Management** is designed for students who wish to continue their **Real Business education** before entering the workplace. This program takes your undergraduate degree to the next level, taking a deep look into business as a whole, as well as the specifics of the specialization chosen.

The program gives you the tools to become a **Responsible Leader** in the constantly changing business world. As well as the core courses, aimed at giving students a strong foundation across all business areas, you will get specialized training that will fully prepare you to master your chosen area of business.

The course features core subjects such as, **Entrepreneurship for Social Impact, Supply Chain & Logistics Management, and Business Finance & Accounting.**



"Geneva Business School stands as a vibrant nexus of diversity and collective growth. Here, we are not merely students; we are a global community harnessing our unique differences as sources of strength and learning. Backed by dedicated faculty and an extensive network, we are empowered to unlock our full potential and transcend conventional boundaries. An experience beyond education: transforming, diverse, collaborative, and unifying."

**Ines Marie Klette, 24, Germany**  
**Consultant Operational Excellence at STAUFEN**

Master of International Management student

## Entry Requirements

- **Bachelor's degree** or equivalent.
- **IELTS 6.5 / TOEFL 85 / Duolingo Test 120-125 / TOEIC 730/ Cambridge C1 / Pearson 56** (official English exam results) or proof of studying previously in an English-speaking environment for a minimum of 3 years.

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## Master's specializations

Geneva Business School offers five diverse specializations, allowing students to tailor their education journey. The list of courses provided serves as an indication.



### Entrepreneurship

- Building & Scaling a Business
- Entrepreneurship for Social Impact
- Succession in SMEs & Transnationals
- Innovation in Entrepreneurship
- CSR, Ethics & Sustainability



### International Relations

- Strategies in International Relations Management
- Corporate Diplomacy
- Global Environmental Governance
- Globalization & Geopolitics
- Comparative Politics in Globalization



### Digital Marketing

- Results Driven Digital Marketing
- Digital Economy Overview
- Strategic Digital Marketing
- Artificial Intelligence & Machine Learning
- Inbound & Outbound Marketing



### Sports Management

- The Global Sports Industry
- Sports Event Management
- Performance Management: Athletes & Players
- Global Expansion in Sports



### International Finance

- Introduction to Financial market instruments
- Alternative Investments
- Financial market instruments
- International Financial Markets and Banking
- Big Data in Finance



# What our students say



**Fiorella Negri Fernandez, 25, Ecuador**  
Brands Hunter at Artesan

—  
Master of  
International Management student

**“The teachers have a lot of experience professionally, so they talk about their work and the companies they’ve worked for. They are really passionate about what they teach, so it keeps you motivated and makes you want to learn more and more. They’re very empathic, they don’t see you as another number, and the treatment they give to you is super personalized. The vibes there are very positive and everyone is willing to help and be there for others.”**



**Prasann Dangi, 30, India**

—  
Master’s student  
Specialization in Sports Management

**“Geneva Business School’s sports master’s program has been a wonderful experience. The diverse student body broadened my perspectives, while the experienced faculty provided invaluable insights into the industry. Through internships, I gained practical skills and developed as a leader. I’m grateful for the opportunities that will shape my future career.”**



**Lorena Carvalho Campos, 25, Brazil**

—  
Master’s student  
Specialization in Digital Marketing

**“Choosing Geneva Business School was the best decision I made for my career. The multicultural environment, support of the team, and leadership weeks have helped me develop my skills as a responsible leader while growing as an individual. I feel at home, and would wholeheartedly recommend Geneva Business School to anyone seeking a transformative educational experience.”**

# Master of Business Administration (MBA)

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## Is an MBA for you?

Our **Master of Business Administration (MBA)** program is specially designed to be the program for professionals. The MBA ecosystem we have developed at Geneva Business School brings together a diverse community of **proven, ambitious, and career-driven people**.

For this reason, MBA candidates must have at least **3 years of professional experience**. This program goes beyond the theory of business and drives students into **real-world cases**, where solving problems requires a combination of academic business understanding and practical experience.

So, ask yourself:

**Have you worked to build a foundation of business experience in your career so far?**

**Are you ambitious enough to see yourself at the top of your industry?**

**Would your aspirations benefit by learning from a community of industry professionals?**

If you answered **yes** to these questions, then you will fit right into our **MBA program**.



# Master of Business Administration (MBA)



## INTAKE

Spring & Fall



## CAMPUS

Geneva



## DURATION

1.5 years



## LANGUAGE

100% in English

The **Master of Business Administration (MBA)** program at Geneva Business School is aimed at active professionals who are looking to boost their careers in a thriving and collaborative learning environment where ideas and projects can be shared, analyzed, and developed.

The program is focused on **practical learning**, with **vast networking opportunities**, events, and company visits that connect academic studies with **Real Business**. Classes are taught **outside of working hours**, which means working students can continue with their careers while studying. We provide personal mentors who will offer personalized support and feedback to help you achieve your goals.

With innovative learning methods, you will develop management and problem-solving abilities essential for success as a **Responsible Leader**.

"Geneva Business School's international environment and diverse connections enriched my cross-cultural collaboration. I gained expertise in global procedures and laws, facilitating successful project management in Tajikistan and Paraguay."

Haydn Shamir Hagstrom, 25, UK  
International Operations at International SOS

Master of Business Administration (MBA) student

## Entry Requirements

- Bachelor's degree or equivalent.
- 3 years of professional experience.
- IELTS 6.5 / TOEFL 85 / Duolingo Test 120-125 / TOEIC 730/ Cambridge C1 / Pearson 56 (official English exam results) or proof of studying previously in an English-speaking environment for a minimum of 3 years.

Unlock your potential and scan this QR code now





# What our students say



**Alex Geddes, 23, Canada**

—  
Master of Business Administration (MBA) student

“Having the opportunity to work alongside students from all over the world brought me new connections, taught me new ways to problem solve, and provided me with invaluable multicultural knowledge. Also, having courses that took both a theoretical and practical approach allowed me to apply what I learnt in class to real business cases and even gave me the opportunity to present my ideas to CEOs of real companies.”



**Bastien Chabasseuil, 31, France**  
Market Risk Vice President at Natixis

—  
Master of Business Administration (MBA) student

“Through my studies at Geneva Business School I developed practical skills in finance. The diversity of students helped me to open my mind regarding cultural and educational differences. Professors are highly-qualified and convey theoretical concepts with practical examples.”



**Nasreen Tairou Ambourouet, 28, Gabon**  
Controller at Atos

—  
Master of Business Administration (MBA) student

“What struck me about Geneva Business School is the community feeling and family atmosphere that you find right from the beginning of your journey here. The staff, students and faculty members are always there to make you feel welcome and comfortable in your learning. It’s amazing how much you learn everyday, not only from teachers, but from everyone on campus. Indeed, the diversity among students and staff members is a very big part of what makes Geneva Business School so special.”

# Doctorate of Business Administration (DBA)



## INTAKE

Open year-round



## CAMPUS

Online



## DURATION

3 years



## LANGUAGE

100% in English

The **Doctorate of Business Administration (DBA)** at Geneva Business School is aimed at individuals who are looking for an opportunity to dive deeply into a problem or idea that requires research, analysis, and guidance from industry experts to **develop real solutions**.

This program is designed to fit with the lives of **experienced professionals**. The highly flexible **online learning experience** is compatible with full-time work, allowing students to learn from wherever they are in the world without interfering with their ongoing work life.

If you have considerable business experience and need a flexible yet intensive program to drive your business or career to the next level, the DBA is your vehicle. Study entirely in English with access to a diverse stable of **industry experts, exclusive mentors, and a dedicated supervisor**.

## Entry Requirements

- **Master's degree** or equivalent.
- **IELTS 7.0 / TOEFL 85 / Duolingo Test 130-135 (official English exam results) / Cambridge C1 / Pearson 66** or proof of studying previously in an English-speaking environment for a minimum of 3 years.

Unlock your potential and scan this QR code now



"The flexible doctorate program at Geneva Business School has profoundly influenced my personal and professional life. Its multi-layered structure allows for learning at my own pace while balancing real-world work, providing a valuable challenge and building a bridge to future opportunities."

**Nana Yaaw Nkansah Oduro, 30, Ghana**  
**Finance Manager, Action for Development**

Doctorate of Business Administration (DBA) student

# What our students say



**Assel Narymbetova, 36, Kazakhstan**

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Doctorate of Business Administration (DBA) student

**"This program is designed for working people, which means that you can maintain your professional life and family responsibilities while being an almost full-time doctoral student. You have the continuous support of your DBA Program Director and supervisor. I am very grateful to Geneva Business School for designing this format of DBA Program, which became a very natural continuation of my professional and personal development process."**



**Thi Quynh Chi Nguyen, 31, Vietnam**  
Trade Marketing Project Manager at Vacheron Constantin

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Doctorate of Business Administration (DBA) student

**"My doctoral journey has been greatly filled with well structured learning programs, wonderful mentorship and unique opportunities to bridge the gap between theories and practicality."**



**Amy Lee, 51, Australia**  
Director Professional at various companies

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Doctorate of Business Administration (DBA) student

**"The information given by the school is precise, the learning materials are current and the concepts put forward are contemporary."**

# Student Success Stories

## **Slahde Seale, 31, South Africa Founder of Quoin Cards**



—  
Alumnus, Bachelor of International Finance

As a student, Slahde founded **Quoin Cards**, a digital business card able to share the holder's contact information, removing the need to print a physical card. Quoin's first business success was at Geneva Business School's third Business Hunters event, where they beat 13 other teams with their business plan.

**"During my time studying International Finance at Geneva Business School, they provided an excellent platform to learn directly from professionals working within the field. Geneva Business School helped me to test my business ideas which I continue working today."**

## **Elena Novikova, 20, Netherlands Founder of Aspire Agency**



—  
Bachelor's student with specialization in Entrepreneurship

After just one year at Geneva Business School, Elena exceeded her expectations and launched her own agency, Aspire, offering comprehensive services such as social media management, content creation, website design, and consultancy for businesses.

**"Geneva Business School exceeded my expectations by providing a supportive environment that empowered me to start my own business, Aspire Agency. With the guidance of my business law professor, I gained confidence in reviewing contracts and approaching clients."**



**Dr. Dag Flachet, 41, Belgium**  
**Co-Founder & Chief Growth Officer at Codific**

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Alumnus, Doctorate Administration (DBA)

Codific, a project of Flachet Holdings led by Dag as the Chief Growth Officer, is a dynamic venture focused on developing SaaS solutions with a strong emphasis on cybersecurity and privacy protection.

**"I have noticed three major benefits that are more important than the degree or the title of Dr. Firstly, learning to tackle complex problems in analytical ways has been a great help in the day to day management of our business as we deal with very complex products and use cases. Secondly knowing how to set up and optimise processes in different departments has been of great value while scaling the business. And lastly as a generalist the ability to quickly read and understand the academic frontier of nearly any topic allows for a wider range of challenges in which I can deliver meaningful contributions. After my DBA with Geneva Business School some call me "the swiss pocket knife" for my versatile skills."**



**Mohamed El Sarrag, 31, Egypt**  
**Co-Founder and COO at Hotdesk**

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Alumnus, Bachelor of International Finance

Mohamed has made significant strides in his entrepreneurial journey with the co-founding of Hotdesk, a startup company. Despite the challenges posed by the global pandemic, Mohamed's innovative approach has enabled him to disrupt new markets and create a positive impact on the world.

**"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."**





# Student Experience

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## Student life

- The lifestyle of our students at our **Geneva, Madrid and Barcelona** campuses is paramount. Social and academic activities are frequently organized by our students' committee.
- Social functions, such as **galas, rooftop events, and casual networking functions** take place each month, and **graduation ceremonies** are always followed by celebrations at **exclusive venues**.
- Within our student community, we have teams that play **football**, and **basketball**, as well as **running clubs**. The School also organizes periodic **trips for skiing and hiking**.

## Campus environment

- We are a fully **inclusive school**, actively promoting a sense of community, business ethics, sustainability, and zero tolerance toward any kind of discrimination.
- Our faculty and staff are approachable and welcome communication. Students know they can approach anyone else on campus, including senior management. We offer **mentoring services** to help students fulfill their career goals.
- Our ultimate goal is to prepare our students to thrive in the **business world**. We guide students toward fostering a **mindset of responsibility, family values, and integrity**.

## Relocation support

- We help our students with getting settled into their **new home city**, while also partnering with local businesses to help students with official appointments, visas, documentation, and finding an apartment for the duration of their stay.





# Three Campuses, One School.

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Geneva Business School is a single institution, spread over **3 cities**. We take the **Swiss philosophy** of business education and provide it to students from all around the world.

We are regularly forging **new partnerships with higher education institutions** around the world to expand the school's education options, while connecting with established businesses to facilitate **real-world business experiences** for our students.

Each program we offer is focused **on developing the business knowledge, experience, and confidence** our students need to become a **Responsible Leader** in their careers.

The **Bachelor of International Management** and **Master of International Management** programs take students who are looking to gather great business understanding to prepare them for careers in the **real world**.

Our **Master of Business Administration** and **Doctorate of Business Administration** programs bring working professionals back into education and provide them with **practical skills** and deep academic understanding of the business problems they've faced in their working experience.

All of our programs, from bachelor's to doctoral level, culminate in a final project that requires our students creating a **business plan, a management report for their own business, or producing academic research** into solving a **Real Business problem**.





## Study in Geneva

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**Geneva** consistently ranks among the top cities in the world for **quality of life**. The city offers a **safe and clean environment, excellent public transportation**, and access to **beautiful natural surroundings**, including Lake Geneva and the nearby Alps. This makes it an enjoyable place to live and study.

Our **Geneva Campus** is located in the heart of the **International District**, the worldwide headquarters of diplomacy, and home of the Palace of Nations and the World Trade Organization.

With four official languages and a population made up of over 190 nationalities, **Geneva** is a **global business hub** and home to the **headquarters of many multinational corporations, non-governmental organizations** and **international institutions**, such as the United Nations, World Trade Organization, and World Health Organization.

- Geneva ranks among the top 10 cities worldwide in terms of quality of life.
- Geneva's policies prioritize sustainable practices and perform well in environmental performance.
- A leading global financial center, with its strong banking sector and thriving financial services industry.
- Robust research and development sector, world-class education, and thriving startup ecosystem.





## Business opportunities

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Set on the banks of Lac Léman, **Geneva** is a crossroads for **international business** and **governance**. It is the meeting point for high-level entrepreneurial, corporate, and governing affairs from around the world, making it a perfect city from which to run an ambitious and valuable business.

## Student life

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Between the hugely international population of young people, the proximity to Switzerland's world-famous nature, and the city's many festivals, choosing to study in **Geneva** means a **ton of fun opportunities** for students.



## Cultural highlights

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**Geneva** is a global city for culture as well as business. It welcomes people from all countries with open arms, each of whom leave their own cultural mark on the city and contribute to making it **one of the most diverse cities in Europe**.



## Study in Barcelona

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**Barcelona** is synonymous with sun, sea, and sports, but it is also a top destination for **tech startups, multinationals, and innovation**. The city is perfect for young, dynamic ambitious individuals, with non-stop events and an immense pool of talent to exchange ideas with.

Our **Barcelona campus** was designed with the feel of a co-working space in mind and features quiet study zones, collaboration areas, and state-of-the-art technology to facilitate a **rich learning experience**.

With its thriving innovation ecosystem, studying at our **Barcelona campus** offers the perfect opportunity to immerse yourself in the **local international business scene** and build valuable connections for your future career.

- Barcelona ranks in the top 20 most innovative cities in the world, becoming a hub for startups and tech companies.
- One of the most popular tourist destinations, Barcelona is the 11th most visited city in the world, with over 8 million visitors per year.
- Barcelona offers a high quality of life, with good infrastructure, excellent healthcare, and a favorable climate.
- With several initiatives aiming to reduce carbon emissions, Barcelona is one of the most sustainable cities in the world.





## Business opportunities

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**Barcelona** has developed into one of the world's top **startup hubs**, raising huge amounts of outside investment for new companies and becoming an easy choice for new tech companies.

## Student life

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For its unique restaurants, fun bars, nightclubs, uncountable museums and other cultural attractions, parks, and daytime activities, **Barcelona** is one of the world's very best destinations for international students.



## Cultural highlights

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**Barcelona** provides an incredibly fulfilling lifestyle for people who are looking to settle down in the city. The combination of magnificent cultural institutions, natural beauty, and Mediterranean climate makes it an unmissable destination for **international students**.



## Study in Madrid

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**Madrid** is a cosmopolitan city with a diverse population, providing an excellent environment for students to develop in a cross-cultural and diverse environment and broaden their horizons. The Spanish Capital is becoming increasingly known for its **vibrant startup scene** and **supportive entrepreneurial community**, making it the ideal setting for students who want to learn about entrepreneurship, collaborate with startups, and potentially launch their own ventures.

By studying in **Madrid**, our students are inspired by our instructors and attend networking events – all in one of **Europe’s sunniest cities**. Compared to other cities, **Madrid** offers a relatively affordable cost of living, making it an attractive option for all students.

The Spanish capital boasts a rich history, vibrant arts scene, and lively social atmosphere, with its incredible nightlife scene. Students can immerse themselves in Spanish culture, language, and traditions while enjoying the city’s many attractions.

- Madrid is among the top 100 emerging ecosystems, with strengths in Fintech, Healthtech, and Smart Cities.
- One of the top 40 financial centers worldwide and the 3rd largest city in Europe, after London and Berlin.
- Madrid showcases a solid environmental performance, focusing on smart and sustainable urban solutions.
- The city ranks well worldwide in terms of quality of life, with good standards of living, safety and modern healthcare.





## Business opportunities

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**Madrid** has become one of the top locations in Europe for entrepreneurs, with a healthy ecosystem of **world-renowned tech companies**, new startups working from co-working spaces, and a dominant financial industry.

## Student life

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Students flock to **Madrid** each year for many reasons. The incredible cultural diversity, laid-back daytime activities and exciting nightlife, along with the city being the sunniest in Europe, means **Madrid has something to appeal to everyone.**



## Cultural highlights

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**Madrid** is host to hundreds of cultural institutions and with its central position in Spain, connected to the rest of the country with its high-speed rail network, international students find studying in the Spanish capital a **life-changing experience.**

# Start your journey today

## Frequently asked questions

For all questions relating to our programs, fees, entry requirements, and more, head over to our [FAQs page](#). There, we have answers for the 50 most common questions.

## See FAQs



## Want to get in touch?

If you have other questions or anything else you'd like to talk about, then our admissions team will be happy to help. Just submit your enquiries to [admissions@gbsge.com](mailto:admissions@gbsge.com) and we'll get back to you as soon as we can, ready to solve your issues.

## How to apply

We're excited to welcome driven, ambitious individuals to our community, and we look forward to the opportunity to help you achieve your goals.

To apply to **Geneva Business School**, simply follow these steps:

## Start your journey



### ● Step 1: Start your application

Our online application form is quick and easy to complete.



### ● Step 2: Meet your admissions officer

Once you've submitted your application, a member of our admissions team will be in touch to guide you through the next steps. Your admissions officer will be your main point of contact for any questions you want to ask.



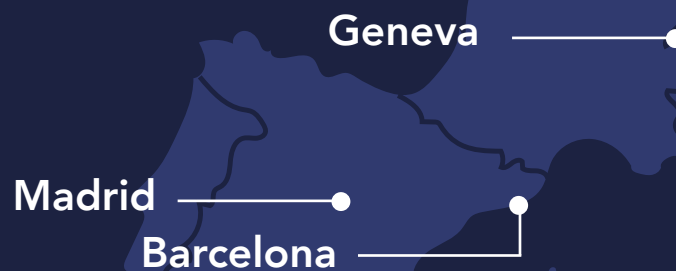
### ● Step 3: See you on campus!

If everything goes well with your application to Geneva Business School, then the next step is to start your journey into business education. We look forward to hearing from you soon!

# International Education for the Global Marketplace

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Our admissions team is always available to answer your questions.  
[admissions@gbsge.com](mailto:admissions@gbsge.com)



## Geneva

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## Follow us

