

# INTERNATIONAL UNIVERSITY INSTITUTE IN GENEVA



FOUNDED IN  
**1997**

Students from  
more than

**80**  
COUNTRIES

**TOP 10**

Business School in Switzerland

– E D U N I V E R S A L

ALUMNI  
WORKING  
IN OVER

**100**  
COUNTRIES

**11**

ACADEMIC  
PROGRAMS

**90%**

STUDENT  
satisfaction  
with teaching  
excellence

**22**

EXCHANGE  
programs with  
universities in

**17**

COUNTRIES



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# ABOUT IUG

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# MESSAGE FROM THE PRESIDENT

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As a Swiss foundation of higher education, the University has reached international academic standards by achieving dual European and American accreditation and ranked among the best business schools in Switzerland. The Alumni spans over one hundred countries representing a unique opportunity for students to participate in a global network.

The University offers a range of bachelor and master programs in Business Administration, International Relations, Digital Media and Computer Science. All our programs prepares students to learn and lead in an increasingly digital environment.

The International University in Geneva (IUG) continues to develop its network with educational partners around the world. The students now have the opportunity to select among twenty-two exchange programs with universities located in over seventeen countries and to spend a term or a year abroad and immerse themselves in a different culture. The University has reinforced

its collaboration with the University of Plymouth (UK) : Since 2019 all the undergraduate students are able to graduate with two degrees : from IUG and from the University of Plymouth.

By choosing to study in a multicultural city at the International University in Geneva, where the student body represents over sixty nationalities, you are preparing yourself for a global education. During your studies our faculty from twenty countries will develop your analytical and decision making skills necessary to thrive in a competitive environment. The staff is dedicated to serving the needs of the students in areas including orientation, career planning and housing. We look forward to welcoming you and providing you with an education that will prepare you for a global career.

**Eric Willumsen**  
President







# ACCREDITATION, HIGHER EDUCATION GUIDES & MEMBERSHIP

## ACCREDITATION

The International University in Geneva is accredited by:

### **British Accreditation Council (BAC)**

The International University in Geneva is accredited by the British Accreditation Council (BAC) as an Independent Higher Education Institution. The British Accreditation Council (BAC) is referenced with the European Quality Assurance Register for Higher Education (EQAR).

### **Accreditation Council for Business Schools and Programs (ACBSP)**

ACBSP is the premier accrediting association for business schools and programs with a focus on teaching excellence. ACBSP is recognized by the Council on Higher Education Accreditation (CHEA), USA.

### **International Assembly for Collegiate Business Education (IACBE)**

The International University in Geneva has received specialized accreditation for its bachelor's and master's degrees in business through the International Assembly for Collegiate Business Education (IACBE), USA.

## HIGHER EDUCATION GUIDES

The University is referenced in leading education guides:

- "Accredited Institutions of Postsecondary Education" published by the American Council on Education.
- "International Handbook of Universities" published by **UNESCO** and the International Association of Universities.

## MEMBERSHIP

The University is a member of the following educational organizations:

- International Association of Universities
- British Accreditation Council (BAC)
- National Association of Foreign Student Advisers (NAFSA) - USA
- National Association for College Admission Counseling (NACAC) - USA
- American Association of Collegiate Registrars and Admissions Officers (AACRAO) - USA
- CEEMAN Management Development Association
- European Council of International Schools (ECIS) - UK
- Association Genevoise des Ecoles Privées (AGEP) - Switzerland

# INTERNATIONAL NETWORK & STUDY ABROAD

The International University in Geneva has developed educational affiliations with the following universities:

## EUROPE

### **ESIC, Madrid - Spain**

Founded in 1965, ESIC is one of the leading private business schools in Spain. ESIC has 6 campuses in Spain including Madrid, Valencia, and Sevilla.

### **Paris School of Management ISC Paris - France**

Founded in 1963, the Institut Supérieur du Commerce ISC Paris is one of the leading business schools in France. It offers undergraduate and graduate degree programs in management.

### **Helsinki Metropolia University of Applied Sciences, Helsinki - Finland**

The University offers both Bachelor and Master level degree programs in the fields of technology, business administration and art and design. Four of 18 degree programs are taught in English.

### **The Russian Presidential Academy of National Economy under the Government of the Russian Federation, Moscow - Russia**

The Academy is one of the biggest and well-known business schools in Russia offering undergraduate and graduate programs. It is involved in the State Plan for training managers for the Russian economy.

### **Kadir Has University, Istanbul - Turkey**

Kadir Has University (KHU) was founded in 1997 in Istanbul. The university is dedicated to becoming a leader in educational and cultural fields in Turkey, as well as establishing itself as an international center for research and scientific development.

### **The University of Economics, Prague - Czech Republic**

The University of Economics, Prague is the leading university in the field of management and economics in the Czech Republic. The University of Economics, Prague has six faculties with an enrollment of 15,000 students. At the graduate level, exchange students can complete a dual degree in international business.

### **Plymouth University - United Kingdom**

Plymouth University has an education history dating back to 1862. The Sunday Times University Guide named Plymouth as one of the leading universities in the U.K.

## LATIN AMERICA

### **Anahuac University, Mexico City - Mexico**

Anahuac University is situated on the outskirts of Mexico City on a modern campus. The University is a nationally recognized institution offering degrees in Business, Engineering, Law and Medicine.

### **Universidad de San Ignacio de Loyola, Lima - Peru**

San Ignacio de Loyola is recognised in South America for its academic standards and state-of-the-art technology and infrastructure.

### **Universidad Externado de Colombia, Bogota - Colombia**

The University is a forward-looking institution known as the «University of the Third Millennium». Founded in 1886, the University offers programs in Business Administration, Economics, Finance, International Relations, Law and Journalism.





## NORTH AMERICA

### **Villanova University, Pennsylvania - USA**

The University founded in 1842 is located in Philadelphia and offers undergraduate and graduate degrees with an enrollment of over 10,000. The Business School is ranked by Business Week among the top 20 in the USA.

### **Indiana University of Pennsylvania IUP, Pennsylvania - USA**

IUP is one of the largest state universities in Pennsylvania and is located outside Pittsburgh. The University is AACSB accredited and has an enrollment of more than 12,000 students.

### **Boston University - USA - NEW**

Boston University is ranked #39 in national universities by U.S. News & World Report for 2017. The University has over 33,000 undergraduate and graduate students from more than 130 countries. Exchange programs available for Summer only.

### **University of Connecticut, Connecticut - USA**

The University was founded in 1881 and counts over 23,000 students scattered over 8 campuses within the State of Connecticut. The University has consistently been ranked as a top state university in the USA.

## ASIA

### **Indian Institute of Foreign Trade (IIFT), New Delhi - India**

IIFT, located in New Delhi, was set up in 1963 by the Ministry of Commerce and Industry, Government of India. In 2005, IIFT was awarded the status of University. Over the years IIFT has been constantly ranked as one of the top ten business schools in India.

### **Thammasat University, Bangkok - Thailand**

Thammasat University (TU) is one of the best known and respected higher education institutions in South East Asia. The University host 22 faculties and has an enrollment of over 31,000 Students.

### **Shanghai Jiao Tong University (SJTU), Shanghai - China - NEW**

Shanghai Jiao tong University has become a comprehensive, research-oriented, and internationalized top university in China. The University has over 16,000 undergraduate students and 19,000 postgraduate students. The first business school in mainland China to have been triply accredited by AACSB, EQUIS and AMBA

### **Chung-Ang University, Seoul - Korea**

Chung-Ang University is a private institution established in 1918 with 30,000 students.

### **Almaty Management University, Almaty - Kazakhstan**

Founded in 1988, the Almaty Management University has been providing quality business education for twenty-five years.

## MIDDLE EAST

### **American University in Dubai - UAE**

The American University in Dubai (AUD) is a pioneer in private higher education in the UAE. AUD is an international institution that encourages global understanding by providing an atmosphere of cultural

diversity and opportunities for an international education. The Ministry of Higher Education and Scientific Research of the United Arab Emirates has accredited the University's programs.

## AFRICA

### **ISCAE, Casablanca - Morocco**

ISCAE was founded in 1971 in Casablanca and is considered as one of the best business schools in North Africa.

# IUG INTERNATIONAL PARTNERS



## USA

- ① Tulane University, New Orleans - USA
- NEW** ② Boston University - USA
- ③ Indiana University of Pennsylvania - USA
- ④ Villanova University - Philadelphia - USA
- ⑤ Monterey Institute of International Studies, California - USA

## Central and South America

- ⑥ Anahuac University, Mexico City - Mexico
- ⑦ Universidad Externado de Colombia, Bogota - Colombia
- ⑧ Universidad de San Ignacio de Loyola, Lima - Peru

## Europe

- ⑨ Paris School of Management ISC - France
- ⑩ Helsinki Metropolia University of Applied Sciences - Finland
- ⑪ ESIC, Madrid - Spain
- ⑫ Kadir Has University, Istanbul - Turkey
- ⑬ The University of Economics, Prague - Czech Republic
- ⑭ Plymouth University - United Kingdom
- ⑮ The Russian Presidential Academy of National Research and Humanitarian Studies - Russia

## Middle East

- ⑯ American University in Dubai - UAE



10 HEC - University of  
Turku, Helsinki - Finland

11 Technische Universität  
Dresden - Germany

12 National Research University of  
Management - Russia

#### Asia

- 17 Indian Institute of Foreign Trade (IIFT), New Dehli - India
- 18 Thammasat University, Bangkok - Thailand
- NEW** 19 Shanghai Jiao Tong University - China
- 20 Chung-Ang University, Seoul - Korea
- 21 Almaty Management University, Almaty - Kazakhstan

#### Africa

- 22 ISCAE, Casablanca - Morocco



# GENEVA, A GLOBAL CITY

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Geneva belongs to a select group of truly “international” cities of the world making it an ideal place to study international management, international relations and digital media.

The city is host to the United Nations and specialized agencies such as the World Trade Organization, and is often referred to as the capital of peace and diplomacy.

Many multinational organizations are located in the region due to the excellent logistical network and central location of Geneva. In the heart of Europe, it is only one hour by air from London, Paris, Brussels and Milan. Geneva is well known as one of the world’s major international financial centers, especially for the management of private capital assets.



The city's cosmopolitan character,  
with nearly 150 nationalities  
from all around the world, makes  
everyone feel at home.



Geneva is a window on the world of technology. It is home to such world leaders as The World Economic Forum (WEF), Hewlett-Packard, Nestlé, Richemont, Procter and Gamble, Caterpillar and Du Pont de Nemours. International Telecommunication Union and Reuters' European communication center have also chosen Geneva as their headquarters. CERN, located outside Geneva, is where the World Wide Web was invented.

The quality and variety of Geneva's cultural life, with its numerous theaters,

museums and international conferences, makes it the right place to obtain a global education. The city is a showcase for the most celebrated names in fashion, jewelry and watchmaking, and is home to Rolex and Patek Philippe, among others.

Ideally situated on the shores of Lake Lemman at the foot of the Alps, Geneva offers excellent outdoor sporting activities. The city's cosmopolitan character, with nearly 150 nationalities from all around the world, makes everyone feel at home.

# DISTINGUISHED GUEST SPEAKERS

Each year the University invites distinguished guest speakers to address the students at graduation ceremonies and special events.



HE Chief Anyaoku  
Secretary General of the  
Commonwealth and President  
of the WWF International



HM Queen Noor of Jordan



The late Sir Peter Ustinov  
UNICEF Ambassador and  
Academy Award-winning  
English actor



Dr. Bertrand Piccard  
Founder of Solar Impulse



SAS Prince Albert  
de Monaco



Mr. Kevin Roberts  
CEO Worldwide of Saatchi  
and Saatchi



HE Micheline Calmy-Rey  
Former President of  
Switzerland



HE José Maria Figueres Olsen  
Former President of Costa Rica



The Honorable  
Mrs. Mary Robinson  
Former President of Ireland  
and United Nations High  
Commissioner for Human Rights



# OUR PHILOSOPHY OF LEARNING

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The International University in Geneva is committed to excellence in education and professional enhancement.

The multicultural student body, faculty and dynamic environment of the University contribute to the creation of a framework in which the students acquire a global education.

The programs have been designed to create a sound balance between theoretical foundations and practical applications, through the use of real business issues and visits to major multinational companies in the region.

Classes are small in order to allow group discussion and provide more individualized attention. The International University in Geneva is committed to helping students reach their full potential. The faculties have relevant experience in industry and business at senior levels, combined with a strong academic background.

The methods of instruction at the International University in Geneva are innovative and underline the importance of gaining an international perspective

on management, digital, and international relations issues.

The use of experiential learning methods such as case analysis and business simulations ensures the development of analytical skills, which are critical in today's competitive and rapidly changing world.

The International University in Geneva emphasizes the importance of interpersonal skills, leadership, communication and the ability to work in multicultural teams, by encouraging active class participation and making regular presentations on strategic management issues. In that spirit, students are expected to work in teams, in order to simulate a situation in which they develop a proactive attitude and master effective communication skills. IUG's academic philosophy stresses the development of an entrepreneurial orientation relevant to both small and medium-sized companies, as well as large multinational corporations.



**"IUG provided me with the necessary knowledge to attain my career goals".**

**Diego Elias, BBA**

Brazilian, Purchasing Manager, PepsiCo Europe

# STUDENT ACTIVITIES & SERVICES

## COMPANY VISITS

Students majoring in business, international relations and digital media are required to visit companies and organizations in their respective field of studies. These visits include multinationals such as Nestle, Patek Philippe, HP, and Procter and Gamble as well as international organizations and NGOs including the International Olympic Committee, the United Nations, the Red Cross and the World Trade Organization (WTO) .

## LIBRARY

Students are encouraged to make use of the resources offered such as JSTOR databases with access to many journal articles and company profiles.

## SILICON VALLEY TOUR

Each year the University organizes a study tour to Silicon Valley. During the tour students have the opportunity to visit the major high tech companies such as Google, Facebook, Tesla, Twitter and Oracle.

## HOUSING

The University provides student housing. A range of student lodging is available in Geneva, from small and exclusive apartments to large residence halls featuring their own facilities such as restaurants and study rooms. The city has an excellent public transportation system.

## COMPUTER LAB

Computers equipped with the Internet are available in the Computer/Learning Center. Students are required to perform their coursework on computers.

## MODEL UNITED NATIONS MUN

Each year the students participate in several MUN events such as the United Ambassadors Model United Nations and the Harvard MUN which takes place on a different continent.

Silicon Valley Study Tour







SPORTS AND SOCIAL EVENTS

## STUDENT COUNCIL

Students have the opportunity to join IUG's student council, plan and organise social events, excursions and parties such as Semester Welcome, Gala Dinner, International Day, Fundraising events, Year end party, etc.  
For the latest on campus, follow us on social media:



## MEDAL OF ACADEMIC EXCELLENCE

Students scoring above 3.5 GPA at undergraduate level and 3.7 at graduate level are awarded the medal of excellence.

## SCHOLARSHIP

Each year the International University in Geneva sponsors a limited number of scholarships. The selection criteria include academic achievement and the financial need of the applicant. A student can apply for a scholarship by writing a letter, which should be included with the application form.

Students receiving scholarships are required to commit a certain number of hours per week to the University for performing administrative duties.

## VISAS

The International University in Geneva assists students with visa formalities and student permits in Switzerland.

## SPORTS AND SOCIAL EVENTS

The International University in Geneva encourages sports' activities and has arranged for special student rates at nearby sports' clubs offering tennis and swimming, among others. Social events, such as dinners and ski weekends, are held with the support of the Student Council.

## COMMUNITY SERVICE

Student Council selects one charity for two years and organizes student events to raise funds for them as part of their social responsibility initiative.



# CONFERENCES

## Harvard World Model United Nations (MUN)

Each year a delegation of IUG students composed of international relations students from the Bachelor and Master programs take part in the Harvard World Model United Nations (MUN) conference.

Through participation in various United Nations and international organizations committees, IUG students have the opportunity to investigate and simulate diplomatic negotiations currently taking place in international fora and put into practice what they have learnt in class.

By representing a country at the Model United Nations (MUN), students participate in various regional blocks, groups, and caucuses and met other students coming from more than 150 universities worldwide.

Students learn how to prepare motions, draft amendments and resolutions, and how to negotiate with and speak in front of hundreds of other delegates and engage in voting resolutions at the end of the conference.

Harvard MUN



# CAREERS

list of companies who have hired IUG graduates :

BANCO SANTANDER  
CANADIAN GOVERNMENT  
CATERPILLAR  
CERN  
CREDIT SUISSE BANK  
DELL COMPUTER  
ELIZABETH ARDEN  
ERNST AND YOUNG  
ESTEE LAUDER  
THE ECONOMIST GROUP  
THE GLOBAL FUND  
HEWLETT PACKARD  
HSBC BANK  
IATA  
INTERNATIONAL TRADE CENTER  
MERILL LYNCH BANK

MICHAEL PAGE INTERNATIONAL  
MORGAN STANLEY CAPITAL  
INTERNATIONAL  
MOTOROLA  
NATIONAL BANK OF DUBAI  
NOVARTIS  
ORANGE COMMUNICATIONS  
L'OREAL  
PATEK PHILIPPE  
PEPSICO EUROPE  
PRICewaterHOUSECOOPERS  
PROCTER AND GAMBLE  
REUTERS  
SAATCHI AND SAATCHI  
SITA  
TEMENOS

TETRA PAK  
UBS  
UNICEF  
UNION CARBIDE  
UNITED NATIONS  
WORLD ECONOMIC FORUM  
WORLD HEALTH ORGANIZATION  
(WHO)  
WORLD INTELLECTUAL PROPERTY  
ORGANIZATION (WIPO)  
WORLD METEOROLOGICAL  
ORGANIZATION (WMO)  
WORLD TRADE ORGANIZATION  
(WTO)

## CAREER MANAGEMENT

### 1. Career Counseling

Students have access to a career counselor who assists them in their career decisions. The career counselor organizes LinkedIn workshops and invites human resources professionals from multinationals and NGOs to the University. The Career Counselor manages selective internship opportunities across various sectors.

### 2. Career Skills Coaching

These seminars present the various steps of a comprehensive approach to employment opportunities:

- Career decisions
- Writing the Curriculum Vitae
- Networking

### 3. On-Site Presentations

The University invites representatives of companies from various industrial and commercial fields to introduce their organizations to the students. These presentations provide an opportunity to learn more about the firm's selection criteria, job opportunities and career areas.

### 4. Career Planning Course

All students entering the University will take the Peregrine Assessment upon arrival (Inbound) and again shortly before graduation (Outbound).

This allows students to assess their own progress over the course of the degree.



**"The MBA prepared me for my current role as a Director with global responsibilities in a large international organization."**

**Mr. Wayne Wang, MBA**

Chinese, Director,  
Corporate Administration and Procurement, IATA Geneva







# ACADEMIC PROGRAMS

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**"The courses are directly  
related to my job."**

**Julian Jaeger, MBA**  
Swiss, Director of Partnerships  
for the Clinton Global Initiative

# MESSAGE FROM THE ACADEMIC DEAN

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Welcome to the International University in Geneva. In today's competitive and globalized world, having a professional and specialized education becomes an imperative for future success.

We, at the International University in Geneva (IUG), are committed to providing academic excellence in the fields of business, international relations and diplomacy, international trade, communication and computer sciences.

At IUG, we provide personalized, top grade education delivered by an experienced and well-qualified faculty who bring an intellectual rigour and practical focus to their classrooms. We draw students from diverse and multi-cultural backgrounds, which provides a very vibrant and stimulating classroom environment.

Our students also benefit from our international partnerships and possibilities of internships and career opportunities in the numerous International Organizations located in Geneva.

We, at IUG, continuously strive to enhance our programs to stay at the forefront of higher educational trends. Our American and British accreditations ensure that high academic standards are maintained.

Each current and future student has a bright future based on acquiring the business and international skills required to meet the demands of companies, international organizations, and family businesses. Eduniversal, sharing this distinction with other well-known Swiss business schools, ranks IUG among the top business schools.

With this message, I would like to conclude by wishing each one of our students, alumni, and future students a very successful and fruitful experience together.

**Dr. Surabhi Aggarwal**  
Academic Dean



# ACADEMIC CHART

| DBA DOCTORATE   | DPA DOCTORATE   |
|---|---|
| of Business Administration with<br>Plymouth University (UK) | of Public Administration with<br>Plymouth University (UK) |

| MA MASTER        | MIM MASTER                     | MIT MASTER             | MIRD MASTER                                 |
|------------------|--------------------------------|------------------------|---|
| in Digital Media | of International<br>Management | of International Trade | of International Relations<br>and Diplomacy |

| MBA MASTER                    | MBA MASTER   |
|-------------------------------|--|
| of Business<br>Administration | of Business Administration<br>in Sales and Marketing |

| BBA BACHELOR                  | BIM BACHELOR                |
|-------------------------------|-----------------------------|
| of Business<br>Administration | of International Management |

| BA BACHELOR      | BA BACHELOR                | BSC BACHELOR        |
|------------------|----------------------------|---------------------|
| in Digital Media | in International Relations | in Computer Science |

English as a Second Language (ESL) and Preparatory Courses  
for entry at University Level



**"At IUG I studied for a dual degree  
in Business and Communication.  
As a result I was more competitive  
in seeking a first employment."**

***Claudine Peritaz, BBA/BA***  
Swiss, Talent Manager at Hewlett Packard Europe





"I was looking for a place that would be academically challenging, but also where everybody loved to be there."

**Beatrise Lescuka**  
Latvian , BA International Relations





# UNDERGRADUATE PROGRAMS

All undergraduate students have the opportunity to graduate with two degrees : from the International University in Geneva and the University of Plymouth.

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA) / BSC (HONS) BUSINESS MANAGEMENT (PLYMOUTH UNIVERSITY)**

The Bachelor's degree program in business administration prepares students for entry-level into professional and managerial positions in a global business environment. Students gain knowledge and skills in a full range of business disciplines while developing their communication, problem-solving, and interpersonal skills.

## **BACHELOR OF ARTS IN INTERNATIONAL RELATIONS (BA-IR)**

The field of international relations is diverse, and is constantly evolving. It addresses issues such as globalization and the role of civil society in global governance and diplomacy including economic diplomacy. The program seeks to make the best use of the unique opportunities offered by IUG's location in Geneva, one of the global cities. IUG draws on the wealth of international resources for speakers, adjunct faculty, networking with international organizations and internship opportunities.

## **BACHELOR OF ARTS IN DIGITAL MEDIA (BA-DM)**

The Bachelor of Arts in Digital Media provides students with the theoretical foundation

and practical knowledge for employment in the communications/media field or for graduate studies. The program is designed to meet the needs and interests of students engaged in, or aspiring to, careers in media and communication. It allows students to understand the importance of developing media strategies as part of larger business strategy and brand building.

## **BACHELOR OF SCIENCE IN COMPUTER SCIENCE (BSC-CS)**

The program covers all key aspects of systems analysis, design, implementation, testing, deployment as well as IT service, security and project management. The student will gain an effective, comprehensive understanding of information systems design and programming as well as fundamental management areas.

## **BACHELOR OF INTERNATIONAL MANAGEMENT (BA-IM)**

The Bachelor in International Management exposes students to fundamental management issues relevant in for-profit and not-forprofit organizations and develops the skills to operate in a global environment and family businesses. The students will develop the necessary skills to operate and make decisions in a global environment.

All bachelor programs offer general management courses in order to help students understand the link between their field of study and the larger business world.



# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BSC (HONS) BUSINESS MANAGEMENT (PLYMOUTH UNIVERSITY - UK)

| YEAR 1   |  |
|--|--|
| SEMESTER 1 FALL  | SEMESTER 2 SPRING  |
| Application Information Processing<br>Principles of Marketing<br>Fundamentals of Accounting<br>Economics<br>French | Principles of Management<br>Essentials of Finance<br>Creative Problem Solving<br>Managing Digital Innovation<br>Statistics |

| YEAR 2   |   |
|--|---|
| SEMESTER 3 FALL  | SEMESTER 4 SPRING   |
| Organizational Behaviour<br>Management Decision Making<br>Entrepreneurship<br>Communication skills<br>International Commercial Law | Project and Operations Management<br>Sustainability and Development<br>Human Resources Management<br>Social Media and Blogs<br>Financial Management |

| YEAR 3  |  |
|---|--|
| SEMESTER 5 FALL   | SEMESTER 6 SPRING  |
| Project Management Report Quantitative Methods<br>Current Issues in Management<br>Global Enterprise<br>Website Development & Management<br>Marketing Strategies | Project Management Report Qualitative Methods<br>Organizational Leadership<br>Strategic Management Theory and Practice<br>Video production or Business of Media<br>Public Relations and Persuasion |





# BACHELOR OF ARTS IN INTERNATIONAL RELATIONS (BA-IR)

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## YEAR 1

### SEMESTER 1 FALL

International History and Political Thought  
Application Information Processing  
French or Social Psychology  
Principles of Marketing  
Communication Skills

### SEMESTER 2 SPRING

International Relations Theories  
Research Methods in International Relations  
Principles of Management  
Global Governance  
Statistics

## YEAR 2

### SEMESTER 3 FALL

International Security  
Comparative Politics  
International Commercial Law  
Crisis Management  
Economics

### SEMESTER 4 SPRING

International Political Economy  
Project and Operations Management  
International Public Law  
Social Media and Blogs  
Creative Problem Solving

## YEAR 3

### SEMESTER 5 FALL

Foreign Policy Analysis  
Geopolitical Analysis  
Organizational Behaviour  
Entrepreneurship  
Website Development and Management

### SEMESTER 6 SPRING

Capstone  
Managing Digital Innovation  
Public Relations and Persuasion  
Political communication  
Sustainability and Development

# 2 DEGREE OPTION BACHELOR OF ARTS IN INTERNATIONAL RELATIONS (BA-IR)



BSC (HONS) BUSINESS MANAGEMENT (PLYMOUTH UNIVERSITY - UK)

| YEAR 1   |  |
|--|--|
| SEMESTER 1 FALL  | SEMESTER 2 SPRING  |
| International History and Political Thought<br>French or Social Psychology<br>Fundamentals of Accounting<br>Principles of Marketing<br>Economics | International Relations Theories<br>Research Methods in International Relations<br>Principles of Management<br>Global Governance<br>Statistics |

| YEAR 2   |  |
|--|--|
| SEMESTER 3 FALL  | SEMESTER 4 SPRING  |
| International Security<br>Comparative Politics<br>Management Decision Making<br>Organizational Behaviour<br>Entrepreneurship | International Political Economy<br>International Public Law<br>Project and Operations Management<br>Human Resources Management<br>Creative Problem Solving |

| YEAR 3  |  |
|---|--|
| SEMESTER 5 FALL   | SEMESTER 6 SPRING  |
| Foreign Policy Analysis<br>Geopolitical Analysis<br>Project Management Report Quantitative Methods<br>Current Issues in Management<br>Global Enterprise | Capstone<br>Sustainability and Development<br>Project Management Report Qualitative Methods<br>Organizational Leadership<br>Strategic Management Theory and Practice |

# BACHELOR OF ARTS IN DIGITAL MEDIA (BA-DM)

## YEAR 1

### SEMESTER 1 FALL

Application Information Processing  
Principles of Marketing  
Introduction to Digital Media  
French  
Social Psychology

### SEMESTER 2 SPRING

Principles of Management  
Statistics  
Creative Problem Solving  
Managing Digital Innovation  
Global Governance

## YEAR 2

### SEMESTER 3 FALL

Economics  
Communication Skills  
Crisis Management  
Organizational Behaviour  
Entrepreneurship

### SEMESTER 4 SPRING

Project and Operations Management  
Human Resources Management  
Public Relations and Persuasion  
Social Media and Blogs  
Business of Media

## YEAR 3

### SEMESTER 5 FALL

International Commercial Law  
Management Decision Making  
Website Development and Management  
Marketing Strategies  
Geopolitical Analysis

### SEMESTER 6 SPRING

Video Production  
Sustainability and Development  
Political Communication  
Capstone  
International Business



# 2 DEGREE OPTION BACHELOR OF ARTS IN DIGITAL MEDIA (BA-DM)



BSC (HONS) BUSINESS MANAGEMENT (PLYMOUTH UNIVERSITY - UK)

| YEAR 1  |   |
|---|---|
| SEMESTER 1 FALL   | SEMESTER 2 SPRING   |
| Application Information Processing<br>Principles of Marketing<br>Introduction to Digital Media<br>French or Social Psychology<br>Fundamentals of Accounting | Principles of Management<br>Statistics<br>Creative Problem Solving<br>Managing Digital Innovation<br>Sustainability and Development |

| YEAR 2  |   |
|---|---|
| SEMESTER 3 FALL   | SEMESTER 4 SPRING   |
| Economics<br>Communication Skills<br>Organizational Behaviour<br>Entrepreneurship<br>Management Decision Making | Project and Operations Management<br>Human Resources Management<br>Public Relations and Persuasion<br>Social Media and Blogs<br>Business of Media |

| YEAR 3   |  |
|--|--|
| SEMESTER 5 FALL  | SEMESTER 6 SPRING  |
| Website Development and Management<br>Crisis Management<br>Project Management Report Quantitative Methods<br>Current Issues in Management<br>Global Enterprise | Video Production<br>Capstone<br>Project Management Report Qualitative Methods<br>Organizational Leadership<br>Strategic Management Theory and Practice |

# BACHELOR OF INTERNATIONAL MANAGEMENT (BIM)

## YEAR 1

### SEMESTER 1 FALL

Application Information Processing  
Principles of Marketing  
Fundamentals of Accounting  
French  
Social Psychology

### SEMESTER 2 SPRING

Principles of Management  
Global Governance  
Statistics  
Creative Problem Solving  
Managing Digital Innovation

## YEAR 2

### SEMESTER 3 FALL

Organizational Behaviour  
Economics  
Communication Skills  
International Commercial Law  
Communication Skills

### SEMESTER 4 SPRING

Project and Operations Management  
Human Resources Management  
Public Relations and Persuasion  
Social Media and Blogs  
Sustainability and Development

## YEAR 3

### SEMESTER 5 FALL

Management Decision Making  
Entrepreneurship  
Website Development and Management  
Marketing Strategies  
Geopolitical Analysis

### SEMESTER 6 SPRING

Video Production  
Business of Media  
Political Communication  
Capstone  
International Business

# 2 DEGREE OPTION BACHELOR OF INTERNATIONAL MANAGEMENT (BIM)



BSC (HONS) BUSINESS MANAGEMENT (PLYMOUTH UNIVERSITY - UK)

| YEAR 1   |  |
|--|--|
| SEMESTER 1 FALL  | SEMESTER 2 SPRING  |
| Application Information Processing<br>Principles of Marketing<br>Fundamentals of Accounting<br>French or Social Psychology<br>Communication Skills | Principles of Management<br>Global Governance<br>Statistics<br>Creative Problem Solving<br>Managing Digital Innovation |

| YEAR 2  |  |
|---|--|
| SEMESTER 3 FALL   | SEMESTER 4 SPRING  |
| Organizational Behaviour<br>Economics<br>Management Decision Making<br>Entrepreneurship<br>International Commercial Law | Project and Operations Management<br>Human Resources Management<br>Public Relations and Persuasion<br>Social Media and Blogs<br>Sustainability and Development |

| YEAR 3   |   |
|--|---|
| SEMESTER 5 FALL  | SEMESTER 6 SPRING   |
| Project Management Report Quantitative Methods<br>Current Issues in Management<br>Global Enterprise<br>Website development & Management<br>Crisis Management | Project Management Report Qualitative Methods<br>Organizational Leadership<br>Strategic Management Theory and Practice<br>Video Production<br>Business of Media |



# BACHELOR OF SCIENCE IN COMPUTER SCIENCE (BSC)

## YEAR 1

### SEMESTER 1 FALL

Introduction to Computer Science and Programming  
Application Information Processing  
Principles of Marketing  
French or Social Psychology  
Communication Skills

### SEMESTER 2 SPRING

Algorithms & Data structure  
Principles of Management  
Managing Digital Innovation  
Statistics  
Creative Problem Solving

## YEAR 2

### SEMESTER 3 FALL

Object Oriented Programming  
Management Decision Making  
Website Development and Management.  
Organizational Behaviour  
Economics

### SEMESTER 4 SPRING

Database Systems  
Public Relations and Persuasion  
Project and Operations Management  
Global Governance  
Social Media and Blogs

## YEAR 3

### SEMESTER 5 FALL

Software Engineering  
Entrepreneurship  
International Commercial Law  
Web Applications Development  
Marketing Strategies

### SEMESTER 6 SPRING

BCS Capstone  
Video Production  
Sustainability and Development  
Public Relations and Persuasion  
International Business

# 2 DEGREE OPTION BACHELOR OF SCIENCE IN COMPUTER SCIENCE (BSC)



BSC (HONS) BUSINESS MANAGEMENT (PLYMOUTH UNIVERSITY - UK)

| YEAR 1   |  |
|--|--|
| SEMESTER 1 FALL  | SEMESTER 2 SPRING  |
| Introduction to Computer Science and Programming<br>Application Information Processing<br>Principles of Marketing<br>Fundamentals of Accounting<br>Economics | Algorithms & Data structure<br>Principles of Management<br>Managing Digital Innovation<br>Statistics<br>Creative Problem Solving |

| YEAR 2   |   |
|--|---|
| SEMESTER 3 FALL  | SEMESTER 4 SPRING   |
| Object Oriented Programming<br>Management Decision Making<br>Website Development and Management.<br>Organizational Behaviour<br>Entrepreneurship | Database Systems<br>Computer Networks and Internet of Things<br>Project and Operations Management<br>Human Resources Management<br>Sustainability and Development |

| YEAR 3  |   |
|---|---|
| SEMESTER 5 FALL   | SEMESTER 6 SPRING   |
| Software Engineering<br>Web Applications Development<br>Project Management Report Quantitative Methods<br>Current Issues in Management<br>Global Enterprise | BCS Capstone<br>Video Production or Public Relations and Persuasion<br>Project Management Report Qualitative Methods<br>Organizational Leadership<br>Strategic Management Theory and Practice |





## ENGLISH AS A SECOND LANGUAGE (ESL) PROGRAM

An ESL course is required for all students whose placement examination in English receives a non-passing score and where major problems with English stem from a foreign language background.

## STUDY ABROAD EXCHANGE OPPORTUNITIES

The University offers students the opportunity to earn college credits while studying abroad during a term.





# POSTGRADUATE PROGRAMS

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# GRADUATE PROGRAMS

## MASTER OF BUSINESS ADMINISTRATION (MBA)

IUG's Master of Business Administration program challenges individuals to develop the knowledge, skills and leadership ability to advance personal and professional goals. MBA students learn effective business practices based on theories and practical experiences, and acquire management concepts that they can use immediately.

## MASTER OF INTERNATIONAL MANAGEMENT (MIM)

The MIM is positioned as a preprofessional degree which prepares students for international business careers. The degree is geared to recent undergraduates and working professionals with less than two years of experience. This program has been designed to equip students with the knowledge and practical skills to successfully manage in an international environment.

## MASTER OF INTERNATIONAL RELATIONS AND DIPLOMACY (MIR-D)

The MIRD curriculum responds to the growing demand to train young professionals for decision-making careers in diplomatic services, international organizations and corporate business.

## MASTER OF INTERNATIONAL TRADE (MIT)

The MIT program is designed to provide students with the knowledge and skills to promote the business interests of national trade promotion agencies, trade associations, chambers of commerce, NGOs and multinational companies.

## MASTER OF ARTS IN DIGITAL MEDIA (MA-DM)

The program is designed for graduate students who wish to study contemporary approaches to media technology and communication. It specifically addresses the emerging interrelationship and convergence of media, technology and culture.

## MASTER OF BUSINESS ADMINISTRATION IN SALES AND MARKETING (MBA-SM)

The program builds managers who master the marketing and sales process. Areas such as how to design successful sales and marketing strategies and how to effectively address marketing and sales decisions are discussed. Finally the implementation of different sales and marketing tools are studied in the program.



**"The individual treatment wasn't a sales gimmick; it has been characteristic of my studies in Geneva all along."**

**James Asquith, MBA**  
British, Caterpillar Europe

# MASTER OF BUSINESS ADMINISTRATION (MBA)

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| T1 | FALL  | T2 | WINTER  |
|----|---|----|---|
|    | Global Economics<br>Accounting<br>Quantitative Methods in Business<br>Strategic Supply Chain Management |    | International Negotiations<br>Leadership and Organizational Behaviour<br>Operations and Project Management<br>Corporate Finance |
| T3 | SPRING  | T4 | SUMMER  |
|    | Small Business Management<br>Management Accounting<br>International Marketing<br>Corporate Governance   |    | Digital Transformation<br>Corporate Strategy (Capstone)   |

"Studying my MBA at IUG allowed me to meet individuals who inspired me and became my friends. The networking helped me to interact with people from diverse industries from around the world."

**Quentin Epiney, MBA**  
Swiss, Deputy Director Comptoir Immobilier, Switzerland



# MASTER OF BUSINESS ADMINISTRATION IN SALES AND MARKETING (MBA-S&M)

| T1 | FALL   | T2 | WINTER  |
|----|--|----|---|
|    | Global Economics<br>Sales Strategies<br>Consumer and Market Insight<br>Strategic Supply Chain Management |    | International Negotiations<br>Leadership and Organizational Behaviour<br>Digital Communication and Marketing<br>Corporate Finance |
| T3 | SPRING   | T4 | SUMMER  |
|    | Small Business Management<br>Sales Management<br>International Marketing<br>Corporate Governance         |    | Digital Transformation<br>Sales & Marketing (Capstone)  |



**"The IUG MBA in Sales & Marketing is all about becoming a global individual, prepared to overcome any obstacle in life."**

***Viridiana Iherisson Velazquez, MBA in Sales & Marketing***

Swiss/Canadian, Assistant to the Head of Investment Management Division & Fund Analysts, Banque Syz Asset Management, Geneva, Switzerland



# MASTER OF INTERNATIONAL MANAGEMENT (MIM)

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T1

FALL

Global Economics  
International Public Law  
Consumer and Market Insight  
Strategic Supply Chain Management

T2

WINTER

International Negotiations  
Leadership and Organizational Behaviour  
Digital Communication and Marketing  
Corporate Finance

T3

SPRING

Small Business Management  
International Trade Law and Policy  
International Marketing  
Corporate Governance

T4

SUMMER

Digital Transformation  
International Business (Capstone)

"The diversity is mind blowing with viewpoints from all over the world and the professors are exceptionally qualified in their subjects."

**Armughan Syed, MIB**

Swiss/Pakistani, Organizer, Nationbuilder, Los Angeles, California, USA



# MASTER OF ARTS IN DIGITAL MEDIA (MA-DM)



T1

FALL

Global Economics  
International Public Law  
Consumer & Market Insight  
Digital Media: Concepts, Theory and Trends

T2

WINTER

International Negotiations  
Leadership and Organizational Behaviour  
Digital Communication and Marketing  
Operations and Project Management

T3

SPRING

Small Business Management  
International Marketing  
Digital Media Planning, Distribution and Analysis  
Corporate Governance

T4

SUMMER

Digital Transformation  
Digital Media Strategy Management (Capstone)



**"The courses I took had a profound effect on me personally of which I still use today in my work. "**

***Sibel Akin, MA-MC***

Turkish

Director at brandSens, Geneva, Switzerland

# MASTER OF INTERNATIONAL TRADE (MIT)

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| T1   | FALL   | T2   | WINTER |
|--|--------|--|--------|
| Global Economics<br>International Public Law<br>Trade Promotion<br>Strategic Supply Chain Management               |        | International Negotiations<br>Leadership and Organizational Behaviour<br>Economics of Trade<br>Operations and Project Management |        |
| T3   | SPRING | T4   | SUMMER |
| Small Business Management<br>International Trade Law and Policy<br>International Marketing<br>Corporate Governance |        | Digital Transformation<br>International Trade:<br>Policy, Strategy, Trends (Capstone)  |        |

**"Being a student at IUG is a valuable contribution to my career."**

**Amna Al-Kuwari, MIT**  
Qatari, Commercial attaché, Qatar Mission to United Nations



# MASTER OF INTERNATIONAL RELATIONS AND DIPLOMACY (MIRD)

| T1 | FALL   | T2 | WINTER   |
|----|--|----|--|
|    | Global Economics<br>International Public Law<br>Goeconomics<br>Regional Cooperation and Diplomacy  |    | International Negotiations<br>Global Environmental Politics<br>Politics of the UN: Peace and Security<br>Democracy and Globalization |
| T3 | SPRING   | T4 | SUMMER   |
|    | Foreign Policy and Diplomacy<br>International Trade Law and Policy<br>International Relations of the Middle East<br>Corporate Governance |    | Digital Diplomacy<br>Future Issues in Internal Relations (Capstone)  |

**"The MIR program represented an opportunity to pursue my education  
in a highly professional and international environment."**

***Seble Tekeste Abebe, MIRD***

french/Ethiopian, Senior Program Officer, The Global fund

# DOCTORATE PROGRAMS

The Doctorate Program is offered in partnership with Plymouth University.

Plymouth University is one of the UK's most prominent and dynamic universities with an educational history dating back to 1862. The Times Higher Education Top 150 global modern universities, ranked Plymouth University as 4th in the UK.

These research-based doctoral degrees expose participants to an intellectually rigorous program of study. It is designed to enable participants to synthesize and develop managerial and professional practice, theoretical understanding and reflexive capability.

The Doctorate of Business Administration and Doctorate of Public Administration are run in Geneva with industry leading professors from Plymouth University and the International University in Geneva undertaking workshops, seminars and lecture program at IUG.

These programs are part-time courses where the research will be done under the joint supervision of staff from the International University in Geneva and Plymouth University. The degree of DBA/DPA will be issued by Plymouth University.

## DOCTORATE OF BUSINESS ADMINISTRATION (DBA)

The Doctorate of Business Administration program provides the basis for candidates to undertake an individual research project through the synthesis of practical experience and theoretical framework. This gives individuals new perspectives that add value in terms of effectiveness, efficiency and capability. Candidates will be expected to concentrate

on an issue directly related to a workplace or organization with which they are familiar. Such a project could take the form of solving a problem or identifying new operational procedures.

## DOCTORATE OF PUBLIC ADMINISTRATION (DPA)

The Doctorate of Public Administration is firmly grounded in the social sciences. It offers experienced public sector professionals the broad remit of providing effective leadership to their organization in a governance and policy environment. It facilitates the capacity to manage public resources cost-efficiently, cost-effectively and equitably.

## ABOUT PLYMOUTH UNIVERSITY

Plymouth University has over 25'000 students and has a long record of high quality innovative research as demonstrated by its achievements in the RAE.

The university submitted twenty-five Units of assessment in the 2008 RAE. The results show that the majority of research submitted by the university included world-leading research, achieving the highest rating possible - scoring 4 stars.

Overall, 80% of the research was judged as being of international repute. In the Research Fortnight research power league table, on the basis of the results of the 2008 RAE Plymouth has leapt 15 places to join the top 50 universities, showing the greatest improvement in the UK in research performance since the last RAE, in 2001.

## DOCTORATE MODULES Duration : 3-5 years

**Entry requirements** The details are provided on the IUG website ([www.iun.ch](http://www.iun.ch))

**DOCTORATE** of Business Administration (DBA) and **DOCTORATE** of Public Administration (DPA)

Induction and Introduction to Doctoral Study Reflective Practice, Reflexivity and Paradigms of Inquiry Identifying and Explaining Theory History and Philosophy of business and the Social Sciences Understanding Paradigms of Inquiry (Also DPA) Developing Methodological Approaches and Dealing with Methods Research Proposal and Research Part of the Program

*All candidates will be interviewed and their capacity to undertake the taught part of the program will be established.*





# ADMISSION

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# ADMISSION POLICIES & PROCEDURES

The International University in Geneva seeks a diverse student body and encourages applications from around the world.

## UNDERGRADUATE PROGRAMS

Admission to the University is competitive and emphasizes the applicant's previous academic performance and intellectual capacity. For the student's convenience, applications are accepted on a rolling admission basis.

To enter the undergraduate programs, the applicant must have successfully completed secondary education or high school with the required Grade Point Average (GPA). In addition, the student is required to possess proficiency in English.

Admission to the International University in Geneva is based on an assessment of the student's educational background and a determination of his/her ability to benefit from the particular degree. Applications are reviewed individually and the admission decision may specify certain requirements as determined by the Academic Dean and the Admissions Committee.

Applicants whose academic preparation does not meet the University's admission criteria may be offered conditional admission with the approval of the Academic Dean. All application documents become the property of the University.

### Application Procedure

- A complete application form with an Essay.
- A copy of the High School Diploma/Secondary School Diploma (Certified copy in English).
- An official High School/Secondary School Transcript.
- TOEFL Exam (minimum score required 80), IELTS (minimum score 6.0) or CAE. English proficiency results must not exceed

two years of validity and original documents will be requested during final registration. Students who do not obtain the exact required score have the possibility to undertake our ESL program. Any exemption will be communicated upon evaluation. The University's TOEFL exam registration code is 0130.

- Two passport-sized photos.
- A recommendation letter from a faculty or counselor.
- A Resume / Curriculum Vitae.
- A copy of his/her Passport.
- A non-refundable application fee of SFr. 150.-

All submitted documents must be in English. Diplomas, transcripts and recommendation letters must be translated to English by a certified translator. Original documents will be requested.

### Transfer Applicants (undergraduate programs only)

The International University in Geneva welcomes transfer students from recognized universities around the world and towards this end has established links with other universities through an international network. The transfer student is responsible for having all the official transcripts sent to the Admissions Office of the International University in Geneva. The Admissions Office will inform the student on the number of credits that have been accepted.

#### The process is:

1. Transfer applicants who have attended another university and wish to have those credits evaluated and applied towards their

degree at the International University in Geneva, must submit official transcripts. Transfer credits (TC) will be allowed for relevant courses that show "C" or better for undergraduate students. Please note that in the undergraduate programs the University will accept a maximum of 120 ECTS transfer credits.

2. Courses must be appropriate to the IUG curriculum.
3. Transfer credit is recorded as credit (TC) only and is not computed in the cumulative grade point average.

## GRADUATE PROGRAMS

The applicant for the graduate programs at the International University in Geneva must hold an undergraduate degree from a recognized university.

Admission to the University is competitive and the applicant is selected on the basis of intellectual ability, capacity for academic achievement, international outlook and interpersonal qualifications that suggest strong leadership potential.

All application documents become the property of the University.

Applications are considered on a rolling basis.

### Admission requirements

Students applying to the IUG graduate program must submit the following:

- A completed application form with an essay.
- Official Transcripts of all undergraduate programs completed (certified in English).

- A certified copy of an undergraduate degree (in English).
- A minimum Grade Point Average (GPA) of 2.7.
- TOEFL Exam (minimum score required 80), IELTS (minimum score 6.0) or CAE. English proficiency results must not exceed two years of validity and original documents will be requested during final registration. Students who do not obtain the exact required score have the possibility to undertake our ESL program. Any exemption will be communicated upon evaluation. The University's TOEFL exam registration code is 0130.
- A Curriculum Vitae / Resume
- Two passport-sized photos.
- A non-refundable application fee of Swiss Francs CHF 150.– All submitted documents must be in English. Diplomas, transcripts and recommendation letters must be translated to English by a certified translator. Original documents will be requested. The following additional requirements apply to MBA program candidates:  
A minimum Grade Point Average
- A minimum Grade Point Average (GPA) of 3.0



# MESSAGE FROM THE CHANCELLOR

## Message from the Chancellor

The International University in Geneva (IUG) offers a broad variety of undergraduate, graduate and doctorate programs across a range of disciplines :  
Business, Finance and Accounting, Marketing, International Relations and Trade, Media and Communications.

The University regularly scores highest marks amongst Swiss business schools. Course content evolves to adapt to the rapidly evolving business environment of our time and includes such vital topics as corporate social responsibility, sustainable development, resource and energy efficiency and emerging markets. Contributing to progress against the Sustainable Development Goals (SDGs), launched by the United Nations in 2016, including issues such as climate change and broader access to education and health care, is an important part of today's business agenda.

IUG fosters awareness of such ethical and social dimensions – and encourages and facilitates international exchange programs with over 20 leading academic institutions worldwide, to allow students to spend a credited semester at another university. Geneva, as a city to study international business disciplines, can hardly be matched. Geneva is home to the headquarters of numerous multinational corporations, nongovernmental organizations, the World Economic Forum and the World Business Council for Sustainable Development.



Geneva is also the European seat of the United Nations as well numerous other government agencies, which allows the University to be in frequent contact and exchange with relevant international fora.

The faculty and student body of the University represent a diversity of nationalities and cultures, providing an enriching multicultural learning experience that responds to the leadership requirements and managerial skills of the future. I look forward to welcoming you at our University !

**Dr. Claude Martin**  
CHANCELLOR

A handwritten signature in black ink, reading "C. Martin".

## PRESIDENT EMERITUS

The first President of the International University in Geneva, Dr. Williamson has held several executive positions including President of Dupont de Nemours Europe, President of the Academy of the Environment and Member of the executive board of I.M.D.

***Dr. David Williamson***



## VISION STATEMENT

To develop international professionals committed to serve a sustainable society.

## MISSION STATEMENT

The International University in Geneva is a non-profit Institution of Higher Education providing quality education for student success in business and international careers.

The University is dedicated to:

- provide a global education in business, communication, international relations and trade;
- foster a balance of academic and practical programs through effective learning processes, personalized student services, and a faculty that is committed to teaching excellence;
- offer a dynamic learning environment, promoting diversity and being responsive to the changing needs of the international community.

## ADMINISTRATION

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**Dr. Claude Cellich**  
VICE-PRESIDENT  
EXTERNAL RELATIONS



**Dr. Surabhi Aggarwal**  
ACADEMIC DEAN



**Ms. Lorine Barrier**  
ASSISTANT TO THE DEAN  
& STUDENT AFFAIRS



**Ms. Céline Simpson**  
ASSISTANT DEAN  
AND REGISTRAR



**Ms. Christiane Nanjod**  
ACCOUNTING  
OFFICER

## DEPARTMENT HEADS

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**Ms. Nawal Tarazi**  
MANAGEMENT, FINANCE,  
DIGITAL MEDIA



**Dr. Thomas Frankl**  
MANAGEMENT  
AND TRADE



**Dr. Aline Baillat**  
INTERNATIONAL  
RELATIONS

## DIRECTOR OF RESEARCH

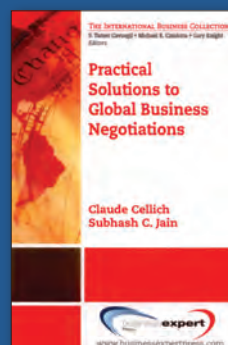
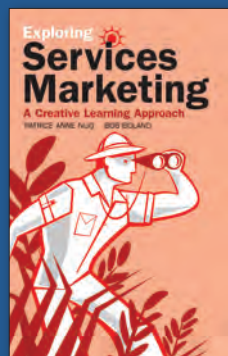
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**Dr. Dogan Guven**  
DOCTORATE PROGRAMS & DEPARTMENT  
OF COMPUTER SCIENCE



## PUBLICATIONS



To maintain teaching excellence, the University encourages its faculty to carry out research, consultancies, participate actively in professional conferences and publish. In addition, the University publishes its own IUG Business Review, a refereed journal.

These activities enable the faculty to incorporate the latest thinking, research findings and most recent practical applications in their courses.

Note that this brochure is not published on a yearly basis.  
The information it contains may therefore have  
become inaccurate and/or out of date.

For more precise and up-to-date information,  
we invite the reader to consult our website: [www.iun.ch](http://www.iun.ch) © 2018

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