



UBIS **Bachelor of Business** **Administration**

2022-2023





About UBIS

A Dynamic Institution

UBIS is a dynamic institution in the fields of Business, Information Technology, and International Relations. The UBIS DNA is composed of three main factors: Real World Experience, Individual Attention, and International Perspective.

UBIS keeps a close eye on the evolving needs of the marketplace and is constantly adapting its course content and methodologies to ensure that our graduates are equipped with the necessary knowledge and transferable skills to succeed in the rapidly evolving world of work.

Quick Facts

Reasons to love UBIS

Outstanding
selection of
Professors

Close links with
the corporate
world

Emphasis on
practical
experience

+2000
students/alumni
from over 30
nationalities

Multicultural
Environment

Geneva,
Switzerland is a
premier hub for
business &
international
relations.

Network
with the
United
Nations

Boutique-sized
classes
(max 20 per
classroom)



A World Leading School



Rankings & Accreditations

- #11 & #7 on CEO Magazine Global MBA Rankings 2020/2021
- Tier One European Business School on CEO Magazine Rankings 2020/2021

UBIS has received specialized accreditation for its business programs through the international Accreditation Council for Business Education (IACBE) from the USA.



2020/2021



2020/2021



Welcome from Dr. Mindy Hamilton

Dear student,

It is my great pleasure to welcome you to UBIS. Today's world is global and highly competitive. We at UBIS are committed to providing high-quality academic education in two main areas: business and international relations. Education is the stepping stone that allows young people and already confirmed professionals, who may be seeking further training and knowledge, to build and foster their future, whether it is as entrepreneurs or as employees. This is why UBIS is committed to working toward even more prestigious academic and professional distinctions, in order to further increase the value of UBIS' diplomas and degrees. As part of the next generation of business and political leaders, UBIS students have the chance to enjoy success in the career path they will choose.

My advice would be to always keep your eyes open, to be courageous, creative, and committed. Mahatma Gandhi said: 'You must be the change you wish to see in the world'. Follow your dreams and do what you can to accomplish them!

We, the academic team at UBIS, are constantly striving to meet Mahatma Gandhi's vision... let us be the future, let us be the leaders of the world we would like to see for our children.

Yours Sincerely,
Dr. Mindy Hamilton
Chief Academic and Compliance Officer.





BBA **Bachelor of** **Business** **Administration**

Our Undergraduate Programs are tailored for students with an international mindset, seeking world class education that is practical and personalized.

Your Degree at a Glance

Program Description

The mission of the Bachelor of Business Administration (BBA) degree is to provide students with a broad foundation covering the major functional areas in business: accounting and finance, management, marketing, and operations and by developing skills and knowledge that can be applied to problem solving across these areas in any business, industry, organization, or government agency context.

Program Objectives

Students will be ready for the changes in the global business market by gaining a clear understanding of how the business world operates and what makes an international corporation successful.

Program Outline

To receive a Bachelor of Business Administration, students must earn 120 US / 240 ECTS semester credit hours that are equal to 40 courses—including a capstone project. All courses are worth 3 US / 6 ECTS credits.



Program Benefits

Graduates of the Bachelor of Business Administration are able to:



Analyze the financial health of businesses through financial statements and applicable quantitative and qualitative tools/methodologies.



Apply management principles in ways that optimize organizational resources and respond to the impact of change on business sustainability.



Develop a business plan that considers implementation issues, including the financial, legal, operational, and administrative procedures involved in new business ventures.



Conduct assessments of business problems and opportunities that result in recommendations for courses of action.

Course Details

General Education Courses:

	Course Name	US Credits	ECTS Credits
	Cultural Anthropology	3	6
	English Composition I	3	6
	Research & Report Writing	3	6
	Student Success Strategies	3	6
	Survey of World History	3	6
	College Math: Algebra	3	6
	Introduction to Philosophy	3	6

	Course Name	US Credits	ECTS Credits
	Principles of Psychology	3	6
	Introduction to Communication	3	6
	Environmental Science	3	6
	Microeconomics	3	6
	Macroeconomics	3	6
	Ethics Introduction	3	6
	International Political Economy	3	6

Course Details

Required Core Courses

	ECTS Credits	US Credits
 Accounting I	6	3
 Accounting II	6	3
 Foundation of Business	6	3
 Introduction to Information Technology	6	3
 International Business Management	6	3
 Organizational Diversity	6	3
 Contemporary Management Practices	6	3
 Introduction to Human Resources	6	3
 Principles of Marketing	6	3
 Strategic Management and Planning	6	3
 Organizational Communication	6	3

Elective Courses

	ECTS Credits	US Credits
 Cost Accounting	6	3
 International Business Law	6	3
 Export Procedures & Practices	6	3
 Issues in Global Media	6	3
 Managerial Accounting and Financial Analysis	6	3
 Purchasing and Materials Management	6	3
 Performance Measurement and Evaluation	6	3
 International Banking and Finance	6	3
 Operations and Project Management	6	3
 Global Market Competition Management	6	3
 Business Sustainability	6	3
 International Marketing	6	3



Course Details

Minors

General Management

	ECTS Credits	US Credits
 Human Resource Management	6	3
 Principles of Marketing and Advertising	6	3
 Organizational and Technology of Information Management	6	3
 Capstone	6	3

Service Management

	ECTS Credits	US Credits
 Human Resource Management	6	3
 Service Innovation	6	3
 Customer Service Excellence	6	3
 Capstone	6	3

International Business

	ECTS Credits	US Credits
 Global Marketing	6	3
 Global Financial Management	6	3
 Economics of Environmental Management	6	3
 Capstone	6	3

Banking and Financial Management

	ECTS Credits	US Credits
 Financial Markets	6	3
 Managing Financial Risk	6	3
 Global Financial Management	6	3
 Capstone	6	3

Marketing Management

	ECTS Credits	US Credits
 Marketing Innovations	6	3
 Marketing Research Management	6	3
 Global Marketing	6	3
 Capstone	6	3

Student Experiences



"I get a lot of help from the university and my professors, they are always very interested in what I am doing, they help me to find suitable times for our meetings and managing my schedule. It was very difficult for me to find a university that matched my lifestyle."

"I like the broadness of the course materials. They are simplified and comprehensible at the same time. The programs are designed to offer you the highest quality and flexibility!"



"UBIS is a beautiful university that gives students an opportunity to experience international life, it gives you the opportunity to learn from other people and their cultures. You can be a student in UBIS from any part of the world. They have amazing professors and flexible lecture hours."

"Don't think twice if you want to study at this university, go ahead and enroll. You will only win; new experiences, new perspective, new knowledge, and why not new friends?"



Meet Our Faculty



Dr. Doug Gilbert

Dr. Doug Gilbert is a highly experienced international entrepreneur, academic, and business professional. He holds a Doctor of Business Administration from the University of Phoenix, a Juris Doctorate from the University of Iowa, and an M.B.A. from the Université de Genève (IMD) in Switzerland. His current focus includes serving as the CEO of Lone Tree Academics LLC, an academic services provider serving higher education, and a recent startup of EduPartner.Solutions, a Data Analytics as a Service (DAAaS) venture assisting higher education institutions with student success strategies.



Professor Giuliana Renga

Giuliana Renga joined UBIS in 2009. She teaches French to beginners and intermediate learners in both Bachelor and Master programs targeting specific topics and language needed by international students in Geneva. She holds a Masters' degree in Italian Studies and is an accredited teacher of French as a foreign language and an examiner for language testing for the European Union. Previously, she achieved a MAS in "Contemporary Arab and Muslim Words" from The Graduate Institute Geneva, a multidisciplinary graduate program in political sciences and a Masters' degree at the University of Geneva in Arabic Studies, including a minor in history of religions (Islam, Buddhism, religious anthropology and antique polytheism).



Dr. Svetlana Miterewa

Dr. Svetlana Miterewa worked for the Moscow Government Investment Department, focusing on economic, statistical and financial analysis and reporting on stock exchange activity. Before that, she was an Economist for the Russian Aircraft Corporation and an Adjunct Professor for the Moscow Banking and Financial College. As Special Economics Advisor to the CEO of ESCO, she developed and implemented energy saving and energy service strategies as a part of a regional program of energy services reform in Krasnodar and Ryazan. She holds a Ph.D. in Economics (management of knowledge-based product life cycles), from the Moscow State University of Economics, Statistics and Information, as well as a MS in Management and a BS from the same university.



Dr. Antonina Santalova

Dr. Antonina Santalova has over 20 years of experience in governmental and non-governmental agencies, along with a firm grounding in research and teaching. She has been teaching Social Policy course at Oxford University for over ten years, was an instructor for a number of courses at the American University in Central Asia (Kyrgyzstan) and led numerous seminars and workshops in institutions of China and Russia. She launched a start-up in education consultancy endorsed by the University of Oxford in 2015. Dr. Santalova holds a Ph.D. in Social Policy from the University of Oxford, UK, a MPhil in Comparative Social Policy from the same university, and a MA in Marketing from the National State University, Kyrgyzstan as well as BA in Linguistics from the same university.



Student Services & Career Services

UBIS Facilities

UBIS COMMUNITY & FORUM

- UBIS Ambassadors & Alumni
- UBIS Student Forums

We believe that exchange of information and ideas can only be positive and enriching. Please visit our forums whether you want to learn more from students currently studying at UBIS, or you need advice about your studies and subsequent career.

ACTIVITIES

Educational Events

Events such as conferences, debates and workshops: thanks to our network of highly experienced international experts and consultants, coming from the private and the public sectors, UBIS is a trusted partner of prominent corporations, and international organizations.

UBIS is also actively promoting leisure activities for students and faculty, such as the Welcome dinner, Christmas Party, Get togethers etc. as well as the organization of the Annual Graduation Ceremony.

Learning Resources

MOODLE 3.9



The world's most trusted and popular learning management system With hundreds of millions of users worldwide, more organizations choose us to support their education and training needs than any other platform around the world. Moodle LMS is used by over 60% of all higher education in the world.

CENGAGE



Digital platforms, courseware and content provide anytime, anywhere learning. Print options support teaching and learning preferences. Span of resources provide consistent and inclusive teaching and learning experiences. Learning standards address the complete student lifecycle and support student persistence and completion.

LIBRARY RESOURCES



UN library, Eaux Vives Library, Jonction Library, Minoteries Library & Servette Library...

Students have access 24/7 to the Library and Resource Network with our Global Campus (LIRN). LIRN is a leading provider of research databases, e-journals, magazine subscriptions, eBooks and much more. LIRN library service and content provider works to strengthen libraries for successful learning — so students can thrive in their academic careers and beyond.

Internships Opportunities

At UBIS you will benefit from close ties to international institutions and business communities, which can provide a pathway to internships which will enhance students employability. Here you can take a look at organizations where UBIS students have undertaken internships.

Requirements/Eligibility

- Open to students who have completed at least 2 years of a Bachelor's degree
- Fluency in English
- Motivation letter
- CV





Meet **Our Alumni** UBIS Online Community

“ We believe our growing multi-cultural student and alumni base share a common passion – the desire and determination to become excellent in their pursuit of their global career dreams. Hear them talk about how UBIS helped shape that goal for them.

As a UBIS graduate you are now part of the UBIS Alumni Online 7 Community which exists to keep you connected to each other and with UBIS. Search for other classmates and friends, make new connections or simply have access to the functions made available on the UBIS Alumni Community platform.

The UBIS Alumni Online Community is a place for UBIS Alumni to connect and socialize. Community is exclusive to UBIS alumni only.

”

Where Are Our Students Employed



[International Student Network](#)



Campus Partners



Baku State University



Geneva School of Diplomacy



Western Caspian University



Myanmar Metropolitan College

Where learning comes alive.

Myanmar Metropolitan College



Kazguu University



Baku Higher Oil School



Maldives Business School



AMSMET



COLLEGE DE PARIS

College de Paris



International Business Management Institute



IEG Campus



UNIVERSITY OF THE POTOMAC

University of The Potomac



AEDP



FOR COLLABORATION AND INNOVATION

AfriHub



IGEMA



Euro Management

"Gateway to a study in Europe"

Euromanagement





Admissions Process

Application Procedure

Submit the application form with the following documents:

PROOF OF GRADUATION

Only High School diplomas are required for Bachelor level studies

ENGLISH PROFICIENCY

If your previous schooling has not been in English or if you are Non-Native English speakers: IELTS minimum score of 5.

CV/RESUME

Description of professional and academic experiences are required



PROOF OF IDENTIFICATION

Online: Scanned version either a passport or official government ID

On-ground: Scanned version of a passport



HIGH SCHOOL TRANSCRIPT

Final transcript of grades and courses. This includes official transcripts for all undergraduate programs undertaken.*



MOTIVATION LETTER

(Max 250)



Fees

Flexible & customizable
enrollment formats

100
CHF

Application fee
non-refundable
one time fee

Format
**Blended in
Geneva/Online**



Tuition
Global Campus
\$39,000



Tuition
Blended in
Geneva
\$54,000

Note:

Tuition Installment Options**



You belong here.



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Washington, DC 20005
admissions@ubis-geneva.ch
www.ubis-geneva.ch



[ubis.university](https://www.instagram.com/ubis.university)



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