



UBIS

**Institutional
Brochure**

2020-2021





UBIS
UNIVERSITY

GENEVA

Avenue Blanc 46, CH 1202
Geneva, Switzerland

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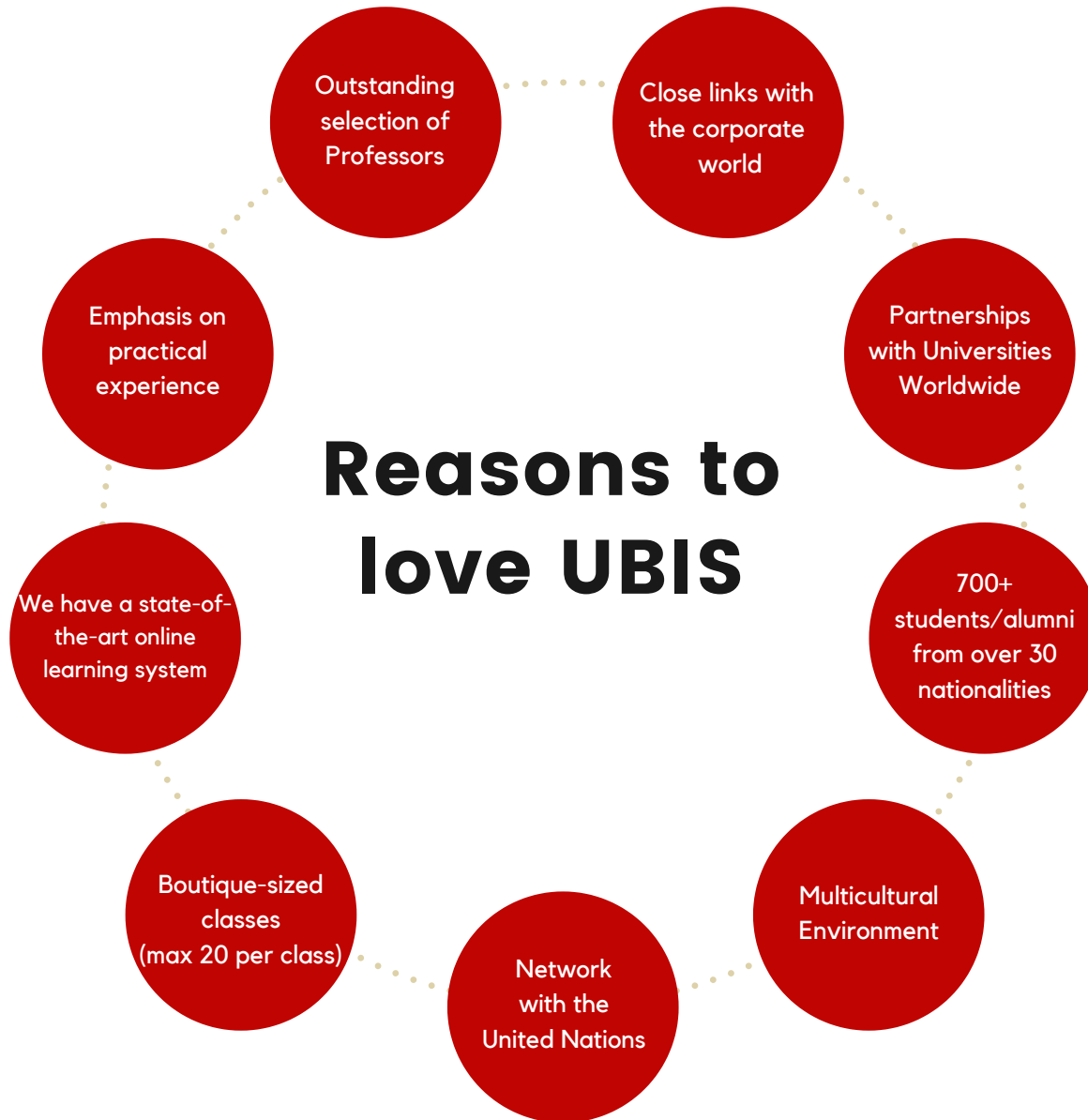
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Quick Facts





A World Leading School

Rankings & Accreditations

- #7 on CEO Magazine Global MBA Ranking 2020
- Tier One on CEO Magazine Global MBA Ranking 2020



UBIS has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE) from The USA. The business programs in the following degrees are accredited by the IACBE:

Bachelor of Business Administration

Bachelor of Arts in International Relations

Master of Business Administration

Master of Arts in International Relations

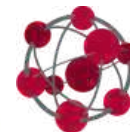
Doctorate in Business Administration



Fédération de
Entreprises
Romandes
Genève



IACBE



EFMD
GLOBAL
NETWORK



CHEA
A CHEA-recognized
Accrediting Organization

EDUQUA



ABOUT UBIS **A Dynamic University**

Our programs are offered via distance education.

UBIS is a dynamic university in the fields of Business 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.

We introduce you The 4th Education Revolution (ER4) by bringing together technology, world-class content and internationalization at UBIS regardless of your location.

Words of the Provost

Thank you for considering UBIS!

UBIS has opportunities to help you successfully complete your educational goals. We have laid the groundwork for your future success in numerous ways. Whether you have already determined what you want to pursue, or you are looking for guidance and inspiration, we are here to help you along your path. At UBIS, you will find a dedicated faculty with distinguished credentials who are passionate about teaching. UBIS offers students a world of opportunities to excel, to pursue their curiosity guided by world-class faculty-scholars.

UBIS strives to provide up to date and applicable educational programs and we continue to innovate in order to respond to today's challenges, with the goal of meeting the needs of our students. To that end, we value student success as the most important factor. At UBIS, we believe there is no greater benchmark for success as an institution than a graduate with a great career.

In addition, we give students a wealth of undergraduate research opportunities, which connect scholarship with real-world solutions. Undergraduates work alongside our faculty in research, raising our reputation for excellence and serious scholarship.

It's an honor to serve this dynamic University, and I hope you'll explore all the opportunities we provide to help our students succeed.

Michelle Landa
US Chief Academic Officer and Chief 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 year at a **Glance**

Programs offered at Global, Barcelona, and Geneva Campuses

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

Benefits

- Graduates of the Bachelor of Business Administration are able to:
 1. Analyze the financial health of businesses through financial statements and applicable quantitative and qualitative tools/methodologies
 2. Apply management principles in ways that optimize organizational resources and respond to the impact of change on business sustainability.
 3. Develop a business plan that considers implementation issues, including the financial, legal, operational, and administrative procedures involved in new business ventures.
 4. Conduct assessments of business problems and opportunities that result in recommendations for courses of action.

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.

MBA Master of Business Administration

This program gives you the necessary skills to take on management and executive positions in the corporate business world. Graduates have the confidence to pursue careers in the private sector, in public administration, international organizations and NGOs.



Your year at a **Glance**

Our programs are offered via distance education.

Program Description

The UBIS MBA program is based on current educational trends in business education. This program was developed to meet the demands of the current job market, propel carriers of our alumni, and contribute to professional knowledge and competence in the business field.

Program Objectives

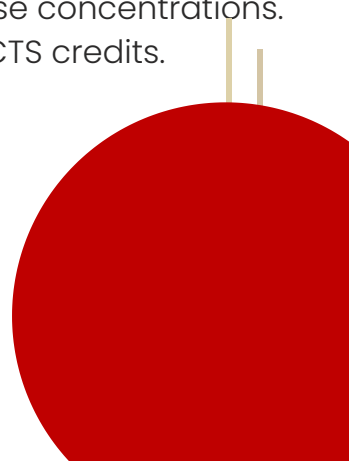
The MBA program provides an applied business education in a multi-cultural learning environment. The program improves decision making capabilities of the students by providing a functional business foundation and enhancing their analytical, communication, and technological skills.

Benefits

- Graduates of the Master of Business Administration are able to:
 1. Formulate evidenced-based business solutions founded on stakeholder needs and interests.
 2. Exercise principles of ethical leadership in a variety of diverse, professional settings.
 3. Develop decisions and managerial actions that enhance organizational effectiveness through effective communication and teamwork.
 4. Apply advanced knowledge in the legal, theoretical, and practical aspects of operating a business.

Program Outline

MBA students complete the ten courses in the core and five courses for a research or concentration track, for a total of 45 US / 90 ECTS. Each track consists of 5 courses equaling 15 US / 30 ECTS credits. Select either the research track or one of the four course concentrations. All courses are worth 3 US / 6 ECTS credits.



DBA Doctorate of Business Administration

The program will give you the necessary tools to contribute to the production and dissemination of applied science in the areas of management and business administration through rigorous and tailor-made coaching by our doctoral faculty.





Your year at a **Glance**

Our programs are offered via distance education.

Program Description

The mission of the Doctorate of Business Administration (DBA) degree is to prepare scholars and professionals to meet the needs of the fast changing business world, develop critical thinking skills necessary to design and implement advanced business practices aimed at tackling the challenges of a complex and global economy, to further applied research with strong business impact, to devise new business practices and models.

Benefits

- Graduates of the Doctorate of Business Administration are able to:
 1. Demonstrate fluency within the chosen discipline
 2. Demonstrate support of current and emerging business theory, practice, and influences that support business administration strategy and organizational missions in changing environments
 3. Integrate appropriate principles and research methodologies frequently used in business research to solve current business administration problems
 4. Formulate effective solutions to real-world problems in business administration that improve the effectiveness of organizations in support of organizational missions

Program Objectives

Upon completion of the program, graduates will be able to identify problems related to a local and global businesses environment and to respond artfully to these challenges. In addition, graduates will be empowered with the knowledge and skills required to work as leaders in local and global business organizations, nongovernmental organizations and international entities, as well as in the capacity of local and global entrepreneurs.

Program Outline

To receive a Doctorate of Business Administration, students must earn 60 US semester credit hours that are equal to 14 courses, a comprehensive doctoral exam, and successful defense of a dissertation. See chart below for credits.

Experiences



Elia Nelson Mtwewe, DBA

From the first day I visited UBIS and had a meeting with the Provost, I realised it was the place to go and the program to enrol. I was impressed by the conversation we had about the history of international cooperation for which later I was interested to attend his classes.

I feel privileged to be among the students enrolled in the DBA program at the University of Business and International Studies in Geneva, Switzerland. As a Diplomat with busy meeting schedules from one multilateral organisation to the other, there wouldn't be other place better than UBIS to undertake my DBA program as I needed a flexible arrangement.



Niverka Marte, BAIR

I've been an online student at UBIS since 2017. I have to say these 4 years of classes have been amazing, God gave me the opportunity to be a part of such an amazing university with wonderful professors and a wonderful staff. Performing my academic career alongside with my professional sport career is not something that has been easy to do, but I think that UBIS is a university of opportunities that understands your needs and the professors have a very good connection with the students which is something I appreciate a lot.



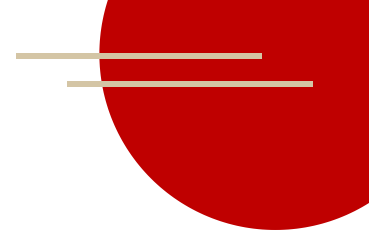
Timothy Masebe, MBA Student

What I like about UBIS are the small, very practical and highly interactive classes taught by top-quality professors. The magnificent campus is located in the heart of Geneva, a city which possesses the most serene and tremendous social amenities. Moreover, I have already been able to work on five business projects during my studies which I could carry on after completing my Master Degree.



Diana-Maria Vikulova, BBA

I have had a great experience with UBIS. The university and professors are very professional, flexible, understanding and supportive. This is very important for me as a working student.



Faculty

Who is going to guide you?

MAIN FACULTY



Dr. Josse Russel

PROFESSORS FOR
THE DOCTORATE IN
BUSINESS
ADMINISTRATION



**Dr. Francisco
Javier Leturia**

PROFESSOR OF LAW,
DIPLOMAT, VICE MINISTER



Roberto Zanni

SENIOR
LECTURER INTERNATI
ONAL MARKETING
AND INTERNATIONAL
BUSINESS



Dr. Arash Golnam

PROFESSOR OF
MARKETING AND
ENTREPRENEURSHIP



Dr. Mariana Alba

PROFESSOR IN
ENTREPRENEURSHIP
AND
COMMUNICATIONS



**Ms. Daniela
Rivera C.**

PROFESSOR OF LAW



Giuseppe Conti

PROFESSOR IN
NEGOTIATIONS

Career Services



Where our Students are employed



**Global Fund
Program Manager**

Liberia



**Marketing
Coordinator**

Geneva, Switzerland



**Operations
Sector**

Le Locle, Switzerland



**Administrative
Referee**

Croatia, Croatia



**PIERRE KUNZ
GENEVE**

**Sales and
Marketing Manager**

Geneva, Switzerland



**Development Products
and Office Manager**

Geneva, Switzerland



LLOYDS BANK

**Internal
Communications
Executive**

London, United Kingdom



**Financial
Program Officer**

Geneva, Switzerland



**HR
Administrator**

Geneva, Switzerland



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.

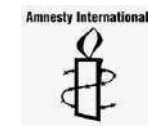
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Internships Opportunities

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



Student 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.

Get Together Activities

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.

- **EBSCO BUSINESS SOURCE PREMIER**

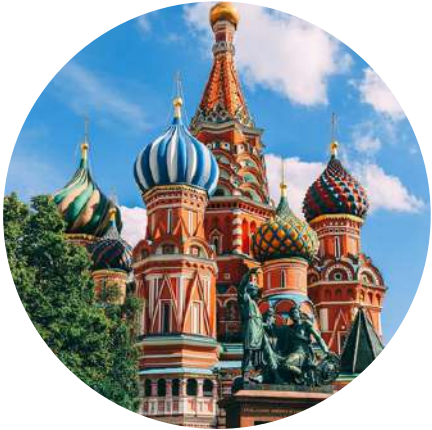
Business Source Premier: The industry's most widely used business research database, Business Source Premier features full text and searchable cited references for top journals covering a variety of business disciplines. Indexing & abstracts for more than 27 000 items including peer-reviewed journals, company profiles, SWOT analysis, case studies, industry reports, magazines, country reports, etc.



International Presence

International Locations

STUDY AT UBIS, NO MATTER WHERE YOU ARE...



St. Petersburg, Russia

The International Institute of Business Networking is a Strategy business consulting firm and an executive school dedicated to real cross border business networking opportunities between Russian & foreign companies. IIBN delivers UBIS MBA.

Baku, Azerbaijan

Founded in 1991, The Western Caspian University of Azerbaijan is one of the first private University in the country. Western University has more than 1000 students in engineering, management and business studies.



Yangon, Myanmar

Myanmar Metropolitan College was established in 2013 with the vision of returning education in Myanmar. The college focuses on a holistic learning approach, using unique teaching methods such as game-based, project and problem-based learning.

Astana, Kazakhstan

Kazguu University, founded in 1994, has more than 6000 students on a 30.000 sqm space. Kazguu is specialized in Law, Business and Management. UBIS delivers its DBQ and MBA at Kazguu University.



International Locations



ASEU-UNEC

WESTERN CASPIAN
UNIVERSITY

Azerbaijan



BRILLIANCE
BUSINESS SCHOOL

Egypt



ASIA E UNIVERSITY
MALAYSIAN EXPORT
ACADEMY
ORIGIN ACADEMY
9 ACADEMY

Malaysia



VESALIUS
COLLEGE BRUSSELS

Belgium



ECOLE DE COMMERCE
DE LYON (ECL)

France



MBS

Maldives



BEIJING ZHUOYE
CAIHUA TECHNOLOGY
RESEARCH INSTITUTE
OF INTERNATIONAL
EDUCATION, BEIJING,
PRC

China



KAZGUU UNIVERSITY -
BUSINESS SCHOOL

Kazakhstan



MMC
IILE
ILU

Myanmar

AFRIHUB – GDLI
BAMIVIL GLOBAL
EDUCATION
OASIS SCHOOL OF
INNOVATIVE STUDIES



Nigeria



Spain

UNIVERSIDAD CATÓLICA DE VALENCIA

CEDEU (MADRID)

ASEAN EDUCATION
DEVELOPMENT PROGRAM
(AEDP)

INTERNATIONAL BUSINESS
MANAGEMENT (IBM)
INSTITUTE



Vietnam

NEX CONSULTING GROUP
WKMDC & LONDON
AMERICAN CITY COLLEGE



U.S.

MANHATTAN
INSTITUTE OF
MANAGEMENT

Corporate Partners

UBIS enjoys privileged collaborations with prominent corporations and with prestigious international organization. This, and the fact that we are based in Geneva—the European HQ of a huge variety of public organizations, NGOs and significant number of international corporations—ensures that our students are best positioned for a preferred entry in the global job market.

1 Global Scholarship Trust

Global Scholarship Trust (GST) is a specially designed initiative to encourage young talented students who are underprivileged. GST conducts Scholarship Examination world-wide to outline the students in getting enrolled for their higher education. It also supports the social cause by rendering different Scholarships to the students.

2 Cengage

Cengage Unlimited is a learning resource subscription model that includes 19,800 eBooks and 2,300 digital learning products across 70 disciplines and 675 courses. With Cengage Unlimited, course specific materials are available, plus other discipline resources

3 FlyWire

FlyWire provides students and families with secure and easy online methods for paying tuition and fee. It is a powerful global platform is trusted by institutions and payers worldwide.

Admissions

Application Procedure

Submit the application form with the following documents

BACHELORS

MASTERS

DOCTORATE

PROOF OF IDENTIFICATION



Online: Scanned version either a passport or official government ID

On-ground: Scanned version of a passport

PROOF OF GRADUATION



Only High School diplomas are required for Bachelor level studies

Only Undergraduate diplomas are required for Master level studies

TRANSCRIPTS



Final High School transcripts

Final Undergraduate transcripts

Must hold a Masters degree, or equivalent, from an approved University and have significant professional experience.

ENGLISH PROFICIENCY TEST



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

English proficiency test: IELTS (min score 5.5) or equivalent

LETTER OF RECOMMENDATION



Letter from candidate's previous educational institution or employer

MOTIVATION LETTER



(Max 250 words)

RESUME / CV



Description of professional and academic experiences are required

Fees

Flexible & customizable enrollment formats

100 CHF **Application fee**
non-refundable
one time fee

Program	Global Campus	On Campus	Terms
Bachelors	39000 CHF	54000 CHF	August 30th 2021 October 25th 2021
Masters	20000 CHF	25000 CHF	
Doctorate	32000 CHF	32000 CHF	

Our programs



**Bachelor of
Business
Administration**

**Master of
Business
Administration**

**Doctorate
of Business
Administration**



UBIS

UNIVERSITY of BUSINESS
INTERNATIONAL STUDIES

**UNLEASH
YOUR
FULL
POTENTIAL**



UBIS

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www.ubis-geneva.ch



ubis.university



University of Business and
International Studies



UBIS University of Business
and International Studies



UBIS university