



INTERNATIONAL
MANAGEMENT SCHOOL
GENEVA

We Inspire. We Empower. We Care.



BACHELOR'S Degree

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7 Reasons to join IMSG



- Personalized education, meeting individual needs

- Challenging and caring school, setting the bar high and helping you get there

- Professor/student ratio well above industry standard. Our students have more access to teachers

- Committed to developing young professionals that are more than ready for the executive workplace

- Innovative pedagogy

- Developing creative thinking and problem solving abilities

- The opportunity to work part-time, gain experience and be ready for the job market

Our Innovative Pedagogy

International Management School Geneva takes pride in delivering a high level of business management education through a variety of modern methodologies. These methodologies are integrated throughout the curriculum and prepare our students for professional life in the real business world.

PBL (Problem Based Learning):

Problem-Based Learning(PBL) is a pedagogical approach and curriculum design methodology frequently used in high performance, higher education institutions. Some of the defining characteristics of PBL are:

- Learning is driven by challenging, open-ended problems with no one “right” answer.
- Problems/cases are context specific.
- Students work as self-directed, active investigators and problem-solvers in small collaborative groups.
- Teachers adopt the role as facilitators of learning, guiding the learning process and promoting an environment of inquiry. Rather than having a teacher provide facts and then testing students’ ability to recall these facts via memorization, PBL attempts to get students to apply knowledge to new situations.

We believe that PBL:

- Develops critical thinking and creative skills
- Improves problem-solving skills
- Increases motivation
- Helps students learn to transfer knowledge to new situations.

Case Study Method:

Several of our courses are taught based on Harvard Business School cases.

What is Case Method Teaching?

Case method teaching immerses students into realistic business situations. Cases provide the reality of managerial decision making — which includes incomplete information, time constraints, and conflicting goals — as students learn how to analyze business situations. The case method packs more experience into each hour of learning than any other instructional approach. It stimulates students’ thinking and encourages discussion.

Language Development:

Some students may want to improve the foreign language they are going to study or work in. We support Language Training in English or French.

Blended Learning Methodology: Innovative on-line delivery, face-to-face time with a teacher, individually tailored lessons and monthly feedback.

Getting Ready for the Job Market

Job Market Integration

In an increasingly competitive job market, we support students at key stages to ensure they have the best and most compelling Business Professional proposition. We do this by facilitating:

- Paid Part-time work
- Internships

We have developed a strong network of partner companies and organized job-dating events on campus every month, giving our students the opportunity to make new professional contacts and find a job.

Field Trips

Locally, during the program terms:

- Organized visits to highly successful Swiss based companies and Non-Governmental Organizations (NGOs).

Optionally, during school holidays (and for a fee):

- Discovery trips around a theme: for example, Oil & Banking Industries in Pointe-Noire – Congo. The trips combine companies visits and conferences with local business, political and NGOs figures.



Programs: Bachelor Year 1

HOURS OF INSTRUCTION:
ECTS* CREDITS:

504H
60

	CODE	HOURS	
Management 114h	MGTBA1E	Sociology - Introduction	18
	MGTBA2E	Business Law	39
	MGTBA3E	Introduction to Management	18
	MGTBA4E	Project Management	30
	MGTBA5E	Learning Expedition	9
Accounting & Finance 117h	GESBA1E	International Accounting	36
	GESBA2E	Financial Analysis Introduction	12
	GESBA3E	Cash Management	18
	GESBA4E	Statistics & Financial Maths	18
	GESBA5E	Economics	24
	GESBA6E	Learning Expedition	9
General Knowledge & Languages 108h	CULBA1E	Geography	12
	CULBA2E	Contemporary Issues Analysis	21
	CULBA3E	Political Sciences	12
	CULBA4E	Social Anthropology	18
	CULBA5E	Business French or English	45
Marketing & Communication 117h	MKGBA1E	Marketing - Introduction	30
	MKGBA2E	Communication - Introduction	30
	MKGBA3E	Social Media	24
	MKGBA4E	International Business	24
	MKGBA5E	Learning Expedition	9
Evaluations 48h	EVALBA1E	Half Term Exams	
	EVALBA1E	Final Exams	

*European Credits Transfer System



Programs: Bachelor Year 2

HOURS OF INSTRUCTION:
ECTS* CREDITS:

528H
60

	CODE		HOURS
Management 129h	MGTBA6E	Intercultural Management	18
	MGTBA7E	HR	18
	MGTBA8E	Social Law - Introduction	24
	MGTBA9E	Negotiation	24
	MGTBA10E	Supply Chain Management	12
	MGTBA11E	Project Management	12
	MGTBA12E	Management – Level 2	12
	MGTBA13E	Learning Expedition	9
Accounting & Finance 117h	GESBA7E	Accounting	36
	GESBA8E	Financial Analysis	30
	GESBA9E	Statistics	24
	GESBA10E	Micro & Macro Economics	18
	GESBA11E	Learning Expedition	9
General Knowledge & Languages 117h	CULBA6E	Social Anthropology	12
	CULBA7E	Introduction to Geopolitics	12
	CULBA8E	European Institutions	18
	CULBA12E	International Affairs	18
	CULBA13E	Methodology	12
	CULBA14E	Business French or English	45
Marketing & Communication 117h	MKGBA6E	Marketing	24
	MKGBA7E	Consumer Marketing	12
	MKGBA8E	International Business	18
	MKGBA9E	Communications	36
	MKGBA10E	Digital Strategy	18
	MKGBA11E	Learning Expedition	9
Evaluations 48h	EVALBA3E	Mid-term Exams	24
	EVALBA4E	Final Exams	24

*European Credits Transfer System



Programs: Bachelor Year 3

Core Curriculum

HOURS OF INSTRUCTION:
ECTS* CREDITS:

464H
60

	CODE		HOURS
Management 96h	MGTBA14E	Team Management	24
	MGTBA15E	Strategy	12
	MGTBA16E	Information Management	16
	MGTBA17E	Intercultural Management	12
	MGTBA18E	Quality Management	8
	MGTBA19E	Innovation Management	12
	MGTBA20E	Commercial Law	12
Finance & Accounting 72h	GESBA11E	Asset management	12
	GESBA12E	Taxation	12
	GESBA13E	Corporate Finance	12
	GESBA14E	International Finance	12
	GESBA15E	Entrepreneurship	12
	GESBA16E	Financial Analysis	12
General Knowledge & Languages 128h	CULMA15E	Economic Intelligence	8
	CULMA16E	Speaking with Confidence	8
	CULMA17E	Business Ethics	8
	CULMA18E	Geopolitics – Level 2	12
	CULMA19E	Epistemology	32
	CULMA20E	Business French or English	36
	CULMA21E	Project Management	24
Marketing & Communication 72h	MKGBA12E	Marketing Mix	16
	MKGBA13E	Digital Marketing	12
	MKGBA14E	Market Research	12
	MKGBA15E	Brand Management	12
	MKGBA16E	Persuading technics	8
	MKGBA17E	IP	12
Evaluations 48h	EVALBA3E	Mid-term Exams	24
	EVALBA4E	Final Exams	24
	EVALBA5E	Memoir Presentation	-

Major

	CODE		HOURS
Finance 48h	GESBA17E	Investments	8
	GESBA18E	Financing	8
	GESBA19E	Derivatives	8
	GESBA20E	Short-Term Financial Management	8
	GESBA21E	Mergers & Acquisitions	8
	GESBA22E	Finance essential (HBSP)	8
Marketing-Communication-Digital 48h	MKGMA18E	Corporate Communication	8
	MKGMA19E	Communication Plan	12
	MKGMA20E	Strategic Marketing	12
	MKGMA21E	Digital Marketing	8
	MKGMA22E	Marketing essentials (HBSP)	8
International Affairs & NGOs 48h	HUMBA1E	NGOs Law	8
	HUMBA2E	Fundraising Techniques	8
	HUMBA3E	Delivering during Armed Conflicts	8
	HUMBA4E	Geopolitics	8
	HUMBA5E	Intenational Cooperation & NGOS Players	8
	HUMBA6E	Global Collaboration (HBSP)	8

*European Credits Tranfer System

Admissions

IMSG is seeking students who are looking beyond a qualification, students who are looking holistically at their academic, professional and personal development at our school. We have a structured selection process where our goal is to identify students who can succeed in all these aspects.

1 YOUR APPLICATION FILE SHOULD INCLUDE THE FOLLOWING:

- Application form
- Two Passport photographs
- CV
- Copy of your Passport or ID card
- Motivation letter
- Academic Transcripts/Latest exam marks
- Proof of English proficiency: TOEFL/IELTS official score report (if applicable)

2 APPLICATION STATUS

Our admission team will notify you within a week on the eligibility of your application.

3 INTERVIEW

Short-listed candidates will have to take an interview with a member of our admission team/management. This could be conducted on campus, on locations abroad and/or by skype/wechat/... We will mainly assess your motivations and your willingness to learn and progress.

4 ADMISSION DECISION

We will inform you within one week of the interview on our decision regarding your admission.

5 SECURE YOUR ADMISSION

Successful candidate are requested to pay a non-refundable one time admission fee of CHF 990 and the first term fee.

6 VISA

If you need a student visa: Once we have received your non-refundable admission fee payment, we will send you the admission letter that will allow you to process with the Visa request. This generally takes up to 2 months, so make sure you give yourself sufficient time when applying.

7 FULL ACCEPTANCE

Upon receipt of your payment confirmation, and your student Visa, we will send you a full acceptance letter which confirms your admission.

Faculty

Strategy, Management & HR



▪ **PR. PASCAL LARDELLIER**

Professor Lardellier specializes in Behavioral Marketing. He has published several books and articles. His work questions the new forms of social links and the status of relationships on social networks.



▪ **PR. ALAIN LEMPEREUR**

Mediator and negotiation expert, Alain Lempereur is an Affiliated Faculty and Executive Committee Member of the Program on Negotiation (PON) at Harvard Law School. He is the chair of the scientific committee of the Humanitarian Negotiation Exchange (HNx), a project of the International Committee of the Red Cross and of the Harvard Kennedy School's Future of Diplomacy Project. He is currently a Professor at Brandeis University, Boston.



▪ **PR. ANNIE CORNET**

Professor at HEC-ULg, Liège University (Belgium), teaches in Human Resources, Annie Cornet created and leads a research lab on Genders & Diversity in Management.



▪ **PR. YVON PESQUEUX**

Professor of Management, Yvon PESQUEUX works in France (CNAM) and in numerous countries in Africa. Main courses taught: Business and Society, Organization Behavior.



▪ **DR. YVES ENREGLÉ**

Yves Enrègle is Professor of Strategy. He holds a DBA from Harvard, studied at ESSEC Business School and he is also a psychoanalyst. He is the co-founder of France largest group of Secondary Schools, and President of Propedia, a leading research lab in Human Resources.



▪ **M. PHILIPPE PACHE**

Trained as a psychologist, Philippe Pache teaches Personal Development and is a Coach in Career Development and in Recruitment. He works for private companies in Switzerland and Academic Organisations worldwide (HEC Paris, Université de Genève, Cheung Kong University Beijing, etc).

36

TEACHERS

5

UNIVERSITY
PROFESSORS

9

DOCTORS

6

PROFESSIONALS
CONDUCTING
RESEARCH

16

PROFESSIONALS

Marketing, Digital Communications & Innovation

- **DR. JULIEN INTARTAGLIA**



Professor of Advertising & Marketing, Dr Intartaglia works on Neurosciences & Persuasion Techniques in Sales and Advertising. He does research in Information & Management Institute of HEG Arc (Switzerland). He has published numerous books and articles on Advertisement & Persuasion Techniques. He also works as a consultant for private companies.

- **DR. ARNAUD DELANNOY**



Professor of marketing, Dr Arnaud DELANNOY specializes in Luxury and Branding. He teaches in numerous universities and business schools, and has a strong experience in teaching in Africa. He is in charge of tutoring the memoirs of IMMSG's Bachelors & Masters students.

- **DR. MARIANA ALBA**



Dr. Mariana Alba, a communications, public relations, advertising, and corporate social responsibility and ethics scholar, was educated in Buenos Aires and Madrid. She was a public relations officer with the International Air Transport Association (IATA), successively in Madrid, Montreal and Geneva. Her professional experience also includes advocacy as part the Globethics Foundation's programme on business ethics.

- **M. BORIS ALONSO**



Boris Alonso teaches Digital Strategy. He is the Founder & CEO of Habefast Group (www.habefast.ch). He studied in Tongji University (China) and Kedge Business School. He is lobbying on creating a unique digital identity for students.

- **Mrs. NATHALIE ROBERT**



Digital Marketing & CRM teacher, Nathalie Robert has worked in the private sector in Hong Kong, Paris & Singapore. She holds a Master's in Marketing and teaches at several educational institutions in Lausanne, Geneva & Paris.

Law, Finance



▪ **DR. SHIWEI WU**

Shiwei Wu is an expert in China-Europe exchanges and business, which he is teaching in French or Cantonese. He is working on bridging the educational gaps between Europe & China and helps educational partners to create profitable exchanges. He is also a lobbyist who understands the multicultural aspects of the Chinese and numerous European cultures.



▪ **Mrs. FRÉDÉRIQUE PROTIN**

Professor of International Law, Frédérique Protin also works for Grant Management, a Geneva based NGO that fights against epidemiological risks across the world. Strong focus on asset and export finance. Experience in corporate law and m&a. Exposure to private equity transactions. Specialties: Asset and project Finance ; Export Finance ; Real Estate Finance ; Acquisition Finance.



▪ **DR. PATRICK NAEF**

Patrick Naef holds a PhD in cultural geography from the University of Geneva. He was previously a postdoctoral scholar in the Department of Anthropology at the University of California, Berkeley. His main areas of research are around memory and violence. His research in Eastern Europe, South America and South-East Asia has led him to examine notions such as identity, tourism, war, genocide, nationalism and representation.

Economical Intelligence & Geopolitics



▪ **M. GILLES-EMMANUEL JACQUET**

Gilles-Emmanuel Jacquet holds Master degrees in Political Science from the University of Geneva and in European Studies from the European Institute of the University of Geneva. Mr. Jacquet specializes in History, International Relations and Geopolitics. His research includes: armed conflicts, terrorism, religious and political radicalism, ethnolinguistic and cultural issues as well as the treatment of religious and ethnic minorities.



▪ **M. PATRICE SAM**

Patrice Sam teaches Business Ethics. He works for international NGOs (UN, World Intellectual Property Organization) on programs against corruption and was previously an auditor for UNESCO and the Asian Development Bank.

Entrepreneurship



▪ **M. LAURENT BIOUSSE**

Professor of Entrepreneurship, Laurent Biousse is a director and co-founder of Aeronautics Fund, a mutual fund specializing in commercial aircraft, engines and spare parts trading. Laurent has more than 20 years experience in asset management. Laurent is an associate member of CISI, the Chartered Institute for Securities and Investment (London) and a member of ISTAT, the International Society of Transport Aircraft Trading (Chicago).



▪ **Mrs. AURORE BUI**

Aurore Bui, Founder & Director of Softweb (www.yoursoftweb.org), is teaching Social Innovation & Economical Autonomy for Women. She holds a diploma from Kings' College London, a MBA International Organisations Management (IOMBA) from Geneva University and is a member of the Swiss Committee of UN Women.



▪ **M. PATRICK THILL**

Junior Lecturer in Ireland (University College of Galway), Patrick THILL led a group of Business Schools (Weller) for 9 years, and then became HR Director of Lybertysurf-Tiscali & Dell Southern Europe. He then led a French private group of schools in Paris, Lyon, Toulouse, Dublin, Shanghai & Casablanca. Today, he helps & tutors start-ups within the Educational sector.



▪ **M. CHRISTIAN PIRKER**

Professor of negotiation, lawyer & holds a diploma of the prestigious Art School of the Louvres Museum in Paris. He also created an incubator in Geneva.



▪ **PR. SUNG-DO KIM**

Koryo University, Séoul, Professor Sung-Do Kim teaches Intercultural Management.

Campus/Study in Geneva

- Our Campus, the Campus Biotech is a brand new building, featuring the latest technology, and hosts educational institutions, research institutes, start-up companies and Non Governmental Organizations (NGOs). It is easily accessible by bus and tramway (15 minutes from the train station and the international airport) and is set in a park near the Lemman Lake.
- Geneva is an international city with 300 international Non Governmental Organizations such as the United nations, the World Health Organisation (WHO) and the International Labor Organisation (ILO). Geneva is a multicultural city with a high Quality of life and many social activities.



Fee Bachelor

PAYMENT METHOD (B1 ET B2)	TOTAL AMOUNT	ADVANCE PAYMENT	TERMS	AMOUNT
GLOBAL PAYMENT	CHF 18'900	-	-	-
PAYMENT - 4 TERMS	CHF 19'845	CHF 3'600	3	5'415 CHF
PAYMENT - 10 TERMS	CHF 20'790	CHF 3'600	10	1'719 CHF

PAYMENT METHOD (B3)	TOTAL AMOUNT	ADVANCE PAYMENT	TERMS	AMOUNT
GLOBAL PAYMENT	CHF 20'900	-	-	-
PAYMENT - 4 TERMS	CHF 21'945	CHF 3'750	3	CHF 6'065
PAYMENT - 10 TERMS	CHF 22'990	CHF 3'750	10	CHF 1'924





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GENEVA



Text

▀ **Campus**

Rue des Mines 9
1202 GENEVE

(Switzerland)

▀ **Headquarters**

Rue Rodolphe Toepffer, 12
1206 GENEVE

(Switzerland)