Geneva Business School®
Real Business. Future Leaders.

SWISS QUALITY EDUCATION, INTERNATIONAL NETWORK AND PERSONALIZED MENTORING

SWITZERLAND | SPAIN | KAZAKHSTAN | UAE | KSA | CHINA | IRAN | EGYPT | BAHRAIN

MASTER OF BUSINESS ADMINISTRATION (MBA)
MAJOR IN HOSPITALITY MANAGEMENT
What makes us unique?

We make you unique

Geneva Business School is a leading business school providing cutting-edge, Swiss-quality education on a global scale. GBS is at the forefront of innovative learning methods and is committed to the use of new technologies in and outside the classroom.

You will benefit from personalized mentoring, tailored education and the opportunity to transfer between campuses to enjoy the unique business culture in each diverse location.

Our expert career team guarantees internship opportunities and provides professional career mentoring to prepare you for work.

Our faculty members are all professionally active, giving an insight into current business trends as well as access to a global professional network.

GBS is uniquely positioned to give you that competitive edge. Our innovative learning methods, professional faculty, international business network and excellent career services combined with personalized student care makes choosing Geneva Business School a very smart decision.

Be informed. Be equipped. Be a leader. Be GBS.
Campus

We are proud of our spectacular new campus in the heart of the beautiful Barcelona. Located in a historic modernist building in one of the city’s most prestigious neighborhoods, the campus combines classic Barcelona elegance with state-of-the-art facilities.

Benefit from classrooms that are individually designed to best facilitate the various innovative learning methods we promote, all equipped with the latest technology tools. Enjoy our huge outdoor patio where you can take part in the various student leisure activities we organize, from informal BBQs to fancy black tie events. Alternatively, simply use it to soak up the rays in one of the sunniest cities in Europe.

GBS Barcelona offers the full range of business and finance programs at the Bachelor, Master and Doctorate level.
Enjoy an amazing experience

City

Barcelona is a youthful and vibrant city with a global outlook and an international population. The city is fast becoming recognized as a leader in new technologies, media and start-ups, and hosts some of the world’s most important conferences such as the World Mobile Congress. With such an exciting business culture, world-class facilities and rich history, Barcelona is an excellent choice for any business or finance student. Furthermore, Barcelona has amazing beaches, beautiful weather and fantastic nightlife. The local transport system is cheap and easy to use and you can get from one side of the city to the other very quickly.

Programs

An MBA should not only mean 3 semesters of academic studies; the out-of-classroom experience is essential to building a well-rounded and impressive CV/resume. Our GBS Barcelona staff are passionate about connecting you with our corporate partners for internships and work placement opportunities.

Did you know?

Barcelona has a Mediterranean climate with mild, humid winters and warm, dry summers.
Master of Business Administration (MBA) Major in Hospitality Management

The program aims to provide students with an excellent foundation in terms of understanding customer service, employee and systems organization and the real business needs for the hospitality industry such as event management, operations management, trends in tourism and how revenues can be maximized.
Become a Hospitality Program Manager

This MBA course will provide you with everything you need to make an impact on the hospitality and tourism sector! You’ll gain specialized knowledge of financial and other management essentials vital to the success of hospitality enterprises. You’ll learn from industry leaders and will have the opportunity to make significant field trips to get a behind-the-scenes, real-life perspective on hospitality and event operations.

Master Fees for Barcelona Campus
Application Fee = €150 (Non-refundable, paid upon application)
Administration fee = €1,900
Tuition per semester = €7,480 (Total 1.5 year program / 3 semesters)
Optional University of Northampton degree = £3,300

Duration
One year of courses and 6 months to write Master thesis; semesters start in September and February

Career Opportunities
› Hospitality Accounting
› e-Commerce
› Convention Service Manager
› Luxury Service Management
› Strategic Marketing
› Service Marketing
› Event Manager
› General Management Training
› Real Estate and Development

Campus
Transfer opportunities between Barcelona and Geneva Campuses; classes in English

Program Objectives
› Obtain an in-depth understanding of Management, Marketing and Account Control
› Gain expertise in staff organization, accommodation principles, catering, and diplomacy
› Advance your management skills and improve your ability to successfully lead and manage the people with whom you spend your time

Degree Awarded
Master Degree in Business Administration (MBA) with a Major in International Hospitality Management

Transfer opportunities between Barcelona and Geneva Campuses; classes in English

www.gbsge.com
All our Master programs share the same core components outlined below. During our unique registration weeks you will receive specialized guidance for your chosen major. At the end of this journey with GBS you will be ready for the next step in your future career.

Business DNA
Explore and learn how to handle the key business fundamentals.

- Human capital
- Financial accounting and reporting
- Strategic brand management
- Venture capital
- Supply chain and logistics management
- Customer relationship management

21st Century Leadership
Are you a Manager, a Leader.. or both? It is crucial in today’s challenging environment to enhance your soft skills required to get ahead of the game.

- Business policy and strategy
- Technology, productivity and change management
- Personal impact and influence
- Project management
- Team building

Start Here
Being an entrepreneur is not just for start ups. Companies today are looking for graduates who think like entrepreneurs, who can assess information, identify risks and make good decisions.

- New business development
- Finance foundations
- The data driven business
- Management foundations
- Entrepreneurship

International Markets
We are in the early stages of the ‘fourth industrial revolution’ - the old ideas are being tested, new ideas are needed. It’s vital for you to understand today’s business environment, to identify it and adjust it to emerging market conditions.

- Foreign market analysis
- Money and banking
- Globalisation
- International business law
- Business ethics

MBA Program
www.gbsge.com
Orientation

Subjects

01. Trends in Tourism & Hospitality
02. Tourism Destination & Event Planning
03. E-marketing in the Hospitality Industry
04. Revenue Management & Optimization
05. Sustainable Management Systems
06. Food Production & Service Options
What our students say

Teymur TEYMUROV
Graduate: MBA Major in International Management
Nationality: Azeri
Current Position: Business Operations Manager

“Geneva Business School gave me the self-confidence to move ahead in my career. The great experience at GBS helped me to broaden my financial and management skills, update my professional knowledge and improve my performance.”

Bastien CHABASSEUIL
Graduate: MBA Major in International Finance
Nationality: French
Current Position: Middle Office Manager (Bonds and Equity Derivatives)

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

Polina LUKASHOVA
Graduate: Master in Business Administration
Nationality: Canadian
Current Position: Relationship Manager

“GBS has given me an opportunity to explore new business concepts and ideas, which will definitely help me in my future career. GBS has also taught me how to learn to overcome obstacles, as well as find creative solutions for problems that arise.”

Vadim BEZBEDOV
Graduate: MBA Major in International Management
Nationality: Russian
Current Position: Regional Director in a Bank

“I was really grateful for the opportunity to study the business administration program at GBS. It was the opportunity to research modern managerial theories with the application of best practice in business today. Moreover, the business school program provides many psychological insights that were reflected in the modern business cases. Thank you very much to all the faculty and administration members.”

View our successful alumni on LinkedIn today!
www.linkedin.com/company/geneva-business-school
Invest in your future.
Apply Now

Geneva Business School welcomes highly motivated individuals who wish to acquire the theoretical knowledge and practical skills in order to successfully and rapidly integrate into the international business world.

We are looking for motivated individuals. We are looking for future leaders. We are looking for you.

Admission Requirements

- Bachelor degree in a related field or equivalent
- Official English exam results (IELTS 6.0, TOEFL IBT 70) or equivalent (exempt if studying in an English speaking environment in the last 3 years)

Selection Criteria

- High level of motivation
- Personal qualities and competencies
- Previous experience in Management is an asset

Admission Process

Complete the online application form and upload the following documents:

- Copy of all academic diplomas or certificates obtained
- One passport photo
- Copy of passport / National ID
- Resume / CV
- Introduction / motivation letter explaining your choice of program (250 words)
- The Essay (500 words) - Refer to online instructions
- One academic / professional recommendation letter
- Receipt for the payment of the application fee