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.
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 Sports Management and Marketing

The program prepares candidates to manage sport marketing, financing, event promotion, communication, facility management, and development of sports branding. Candidates will be equipped to become effective leaders and managers in the sports industry.
Become a Sport Director

The Master of Business Administration degree with major in Sports Management and Marketing will equip students with the necessary knowledge, understanding and skills to help them make an impact on the sports industry. They will be able to manage sports events, teams, athletes and work for major international sports confederations and organisations. Graduates will be able to use emerging digital technologies to find solutions to industry problems and create new opportunities to generate revenues.

**Degree Awarded**
Master Degree in Business Administration (MBA) with a Major in Sports Mgt. and Marketing

**Program Objectives**
- Be equipped with the skills necessary to make a significant impact in the sports industry
- Develop as professionals who are aware of current and emerging trends in the sports industry
- Have the opportunity to test out new ideas, technologies and theories while learning from significant and experienced sports industry professionals
- Have the opportunity to visit key sports events, venues and organizations

**Career Opportunities**
- Product Management Director
- Gameday Operations Manager
- Public Relations
- Sport Marketing Analyst
- Athletic Director
- Sports Agent
- Event Manager
- Marketing Director
- Social Media Manager

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

**Campus**
Transfer opportunities between Barcelona and Geneva Campuses; classes in english

**Degree Awarded**
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**Master Fees for Barcelona Campus**
- Application Fee = €150 (Non-refundable, paid upon application)
- Administration fee = €1,900
- Tuition per semester = €7,460 (Total 1.5 year program / 3 semesters)
- Optional University of Northampton degree = £3,300

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The GBS Master program
A real-world business experience

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

Start Here
Orientation

Subjects

01. Media Relations & Communications in Sport

02. International Sports Federations & Organisations

03. Sports Organisations - Strategic Management

04. The Business of Football

05. Managing Talent in the Sports Industry

06. Sports Industry Innovation, Creativity & Entrepreneurship
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.”

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.”

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.”

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.

Your success starts today

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)

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

Selection Criteria

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