

MBA

Master of Business Administration



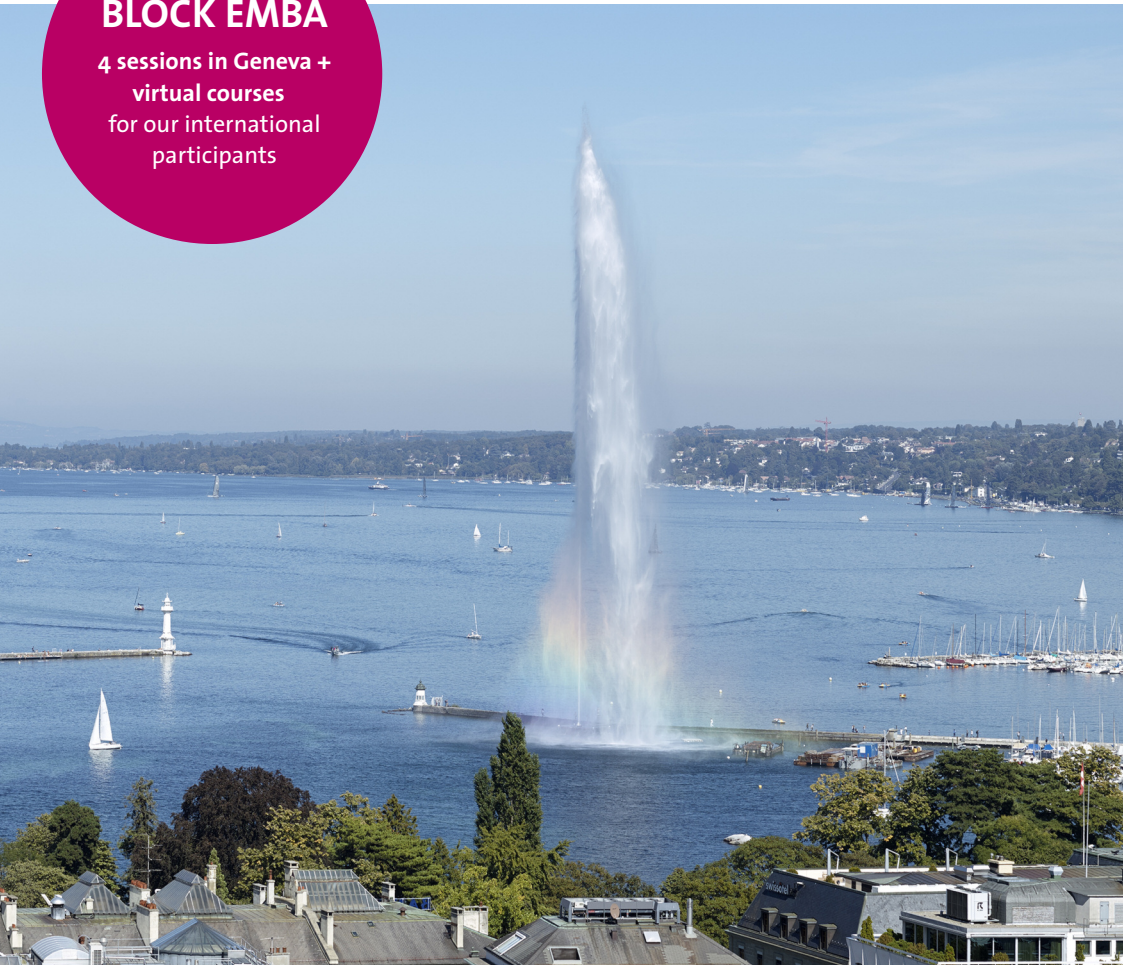
UNIVERSITÉ
DE GENÈVE

GENEVA SCHOOL OF ECONOMICS
AND MANAGEMENT

Executive MBA

BLOCK EMBA

4 sessions in Geneva +
virtual courses
for our international
participants



Established in 1992, the University of Geneva's Executive MBA (EMBA) is Geneva region's most prestigious general management program. The Geneva EMBA Program now also offers a block format for our international participants. In this block format, participants travel only three times per year to Geneva. The Geneva EMBA enables aspiring mid-career professionals to advance their careers and personal skills without interrupting their career. The program's demanding curriculum includes courses on the foundations of general management as well as specialized courses, some of which are unique for the Geneva EMBA. Selected thought leaders and senior executives complement our world-class yet accessible faculty. Thanks to our unique blend of innovative teaching methods and strong alumni network, the participants gain highly relevant knowledge and expertise to cope with future management challenges. The Geneva EMBA is an ambitious but also rewarding once-in-a-lifetime learning experience!

Note: The EMBA program is also offered in a bi-weekly format in Geneva.

AUDIENCE

Aspiring business leaders with functional or sectorial leadership experience both from the private and public sectors seeking an outstanding professional and personal development opportunity. Participants have typically 5 to 15 years of professional experience and are between 30 and 50 years of age.

OBJECTIVES

- ▶ To prepare participants for contemporary senior management challenges and responsibilities
- ▶ To enable them to become successful and responsible leaders through a real-world learning experience
- ▶ To learn how to develop and implement efficient operational solutions, while simultaneously ensuring the strategic renewal of their organizations
- ▶ To reflect on their professional and personal development, to identify their full potential, and to hone their social and communication skills
- ▶ To provide a platform for the participants to develop their professional network

24 MODULES + EMBA IN-COMPANY CASE PROJECT | 90 ECTS CREDITS | 2 TO 3 YEAR CYCLE | 24 HOURS PER MODULE | ACCREDITED BY THE ASSOCIATION OF MBAS (AMBA)

1st Year Core Modules* | 4 core block-modules + 3 virtual courses | EMBA In-company Case Project

The first-year courses provide a comprehensive overview of the most relevant management topics.

1. Business Economics
2. Business Strategy
3. Financial Accounting
4. Financial Policy
5. Human Resources
6. Interactive Strategizing
7. Investment Decision Making
8. Management Accounting
9. Marketing
10. Organization Design
11. Risk Management
12. PDP / Self-Leadership

* Subject to change

2nd Year-International Management | 4 block-modules + 3 virtual courses

1. Business Law
2. Business & Society
3. Conflict Resolution in Business & Politics
4. Doing Business in Emerging Markets
5. Entrepreneurship & Business Plan
6. International Marketing
7. Managing Across Cultures
8. International Strategy
9. PDP / Change Management
10. PDP / Creative Problem Solving
11. PDP / Effective Communication
12. PDP / Power & Influence | Decision Neuroscience

PDP: Personal Development Program

Other Specializations in the 2nd Year

- Block format programs: **Commodity Trading** and **Aviation Management** > see separate program flyers
- Bi-weekly format programs: 10+Specializations > see [gsem-executive.ch](https://www.gsem-executive.ch)

Assessment

Each course is subject to an individual or group assessment, including one or a combination of the following: In-class exams, class presentations, take-home assignments; plus the EMBA In-company Case Project

Admission Criteria

- University Degree, or equivalent (i.e., BAC +3, Bachelor)
- Work experience – 3 years min. in a managerial position
- Strong command of English (written & spoken)

Application Deadline: May 1

Online: emba.unige.ch

Mandatory documents required to validate application: cover letter; letter of recommendation from current employer; complete resume; copy of University diplomas & grade reports

Program Cost*

- CHF 34'500.- (including the non-refundable CHF 5'000.- enrollment fee, CHF 14'750.- 1st year, and CHF 14'750.- 2nd year International Management)

Cost for specializations, please see: gsem-executive.ch

* Subject to change without prior notice

Course Structure/Schedule

- Program cycle 2 to 3 years | Part-Time | end of August until end of June
- 8 blocks of modules (8.30 am - 5.30 pm) | Virtual courses | EMBA In-company Case Project

Place

University of Geneva | Uni Mail | 40 bd du Pont d'Arve - 1205 Geneva

Directors

Prof. Markus Menz & Prof. Sebastian Raisch, GSEM, University of Geneva

Contact

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