



## Common Sales Pitch

Real Business. Future Leaders.

### Why choose GBS?

We are a Swiss boutique business school with professionally active faculty members and campuses located in major cities chosen for their financial, entrepreneurial and sport-oriented nature. Our small class sizes allow our students to benefit from a personalized experience and our flexible schedules enable them to tailor their education towards their futures. GBS has a global campus network with the option to transfer between them and a specialized team who are dedicated to securing the best internship opportunities for our students.

### Our pillars:

1. Professional Opportunities: Students will be able to extend their professional network and obtain real life work experience, in the business management sector. We prepare students to achieve:

- Internship Opportunities - it's not only about getting the chance to do an internship, it's preparing students for it, giving them the necessary tools to get the job they desire.
- Alumni jobs/careers - our role doesn't end at graduation, our student career services help and guide students to pursue job opportunities.
- Project Based Learning - carrying out projects while studying is a very important part of a student's learning process at GBS. Being able to combine what they are learning with instant practical application gives them the advantage they need.
- Digital portfolio - our cutting-edge professional portfolio is where our students input all their projects, achievements and certificates that they developed during the program. As a result our graduates enter the job market with their degree and experience.



2. **GBS DNA:** Our professional faculty, the amazing locations of our campuses and our drive for innovation, all combine to give our students the right guidance and space, to turn their entrepreneurial ideas into a reality.

- Practical vs. Theoretical - our Project Based Learning methodology enables students to put into practice all the theory learned. By using real business tools and softwares, we believe that this collaborative experience, is what will give them a more accurate insight into their chosen career path.
- Entrepreneurial mindset - we give our students the tools and guidance to become entrepreneurs in their chosen field. We not only create leaders that can innovate, but also apply this entrepreneurial spirit in the management of business units and international companies.
- Faculty / Practitioners - Our faculty are all professionally active, they dedicate the time and attention students need to be successful and use their own experience to provide practical case studies for their students.
- Small classes - As a result of our small classes, students receive more individual and focused attention and a stronger student-faculty link.
- Tailored Programs - Flexibility of schedules + courses/modules. By choosing their own program, schedule and courses according to their preferences, students have the freedom they need to create their own learning experience with their chosen major.
- Boutique school - A boutique school means that everything is personalized, it's about integration and cooperation between the students and the school and giving them a familial vibe; a place where they will feel safe, at home. This is achieved by paying attention to detail, we call our students by their name, not by a number, our professional faculty members give them personalized mentoring, focusing on their specific needs.
- Techpreneurial - We are on top of the game; students benefit from our GBS Incubator that helps, mentors and seeks to finance start-ups. Our educational methodology integrates digital tools and alliances that facilitate the integration of traditional education with today's technological advancements.



3. **Value for money:** GBS is highly ranked, with top faculty members and has the stamp of Swiss Quality education. We also give students the opportunity to enhance their professional network, all of this with very competitive tuition fees.

- Swiss Quality Education - Geneva Business School is a leading educational institution that provides cutting-edge Swiss Quality Education. Our programs are taught 100% in English through an international campus network, located in major European cities.
- Geneva Business School is highly ranked among Swiss business schools, being within the top 10 in Switzerland and number one in Geneva.
- Fees & cost - our competitive tuition fees make this school a perfect investment in our students' future, giving them the best quality for a highly competitive cost.
- Accreditations - As a leading private institution, we strive to ensure that we maintain a superior quality of education, we achieve this through our accreditations with some of the world's most respected organizations, IACBE, AASBI and EDUQUA.

4. **International Exposure:** We have a very wide network that helps students to have a global vision and learn from our international and diverse student body. By working and doing internships in European companies, they will have the International Exposure that they search for.

- Transfer between campuses (GVA-BCN): Students have the opportunity to transfer between our major campuses, Geneva and Barcelona. This will give them the experience and exposure that they are looking for, by studying in these two major European cities students will be exposed to different professionals, companies, faculty members and classmates.
- International/Nationalities - our international student and faculty body give students the opportunity to have contacts and friends from all over the world.
- Destination
  - Geneva
    - Campus  
Our campus is located in the heart of the Geneva International Organizations quarter, which is within one of the largest centres of diplomatic, financial and business activity in the world. Our facilities



include a state of the art auditorium and numerous study hubs, specially designed to offer a contemporary learning experience with a great student environment.

- City

Geneva is a cosmopolitan city, with a population which has over 40% of foreigners; the perfect place to enhance your professional network.

This amazing city is home to many financial entities and international organizations. Our amazing campus, located in the financial district, is the perfect place to begin a career. Geneva is one of the safest and most efficient cities in Europe, with a very low crime rate and swiss efficiency, making it an idyllic place to live. Geneva is also known to be an International hub, a major european city with amazing connections; travelling to and from Geneva is very easy and affordable. It has high scores in all international rankings of business locations. International, European and EMEA (Europe, Middle-East and Africa) headquarters of global companies, giving students direct access to some of the most important organizations in the world.

- Barcelona

- Campus

We are proud of our spectacular campus in the vibrant city of Barcelona and located in one of the most prestigious neighbourhoods in the heart of the city. The campus combines classic Barcelona architecture with modern facilities. This also includes an elegant terrace to enjoy the eternal sunshine Barcelona has to offer.

- City

Barcelona prides itself on having a greatly international environment. Life in Barcelona is the perfect blend of fun and studying! Study hard and play hard in one of the most multicultural and active cities in the world.

Barcelona is internationally recognized for its startups and entrepreneurial vibe, home to many technological fairs and amazing speakers.



**Geneva  
Business School®**  
*Real Business. Future Leaders.*

Its international airport is one of the most connected airports in the world, opening opportunities to Europe and the world. It is also one of the safest and most efficient major cities to live in, with a well connected public transportation network.

Home to the renowned FC Barcelona and other major sports clubs, also the host of the Olympics games in 1992.

### **Why study a Bachelor at GBS?**

Our project oriented bachelor programs give students the opportunity to get a more hands on approach to learning, putting their management skills into practice in a real working environment. We strive to give our students new tools and skills that will help them to get ahead in the game and with our schedule and course flexibility, they could potentially work and study.

Our Incubator also gives students the possibility to get funded to start their own business and being taught by active professionals can give them the skills and expert validation to achieve their goals. Our two main locations Geneva and Barcelona, give students the business expertise that they are looking for and a european lifestyle, which includes an active nightlife, international seminars and technological fairs.

### **Why study a Masters at GBS?**

Our project oriented Master programs give students the opportunity to get a more hands on approach to learning and also the freedom to enhance their professional network. Our career services allow them to find out more about job opportunities in their chosen field.

We strive to give our students new tools and skills that will help them to get ahead in the game and with our schedule and course flexibility, this grants them the advantage of taking evening classes that won't interfere with working hours.

Our Incubator also gives students the possibility to get funded in order to start their own business. In addition, being taught by active professionals means they are learning the most current skills to achieve their goals. Our two main locations, Geneva and Barcelona, give them the expertise and lifestyle that they look for.