

INTERNATIONAL UNIVERSITY IN GENEVA



2013 - 2015



The International University in Geneva is a Swiss non-profit foundation of higher education.

Vision Statement

To develop international professionals committed to serve a sustainable society.

Mission Statement

The International University in Geneva is a non-profit Institution of Higher Education, which provides quality education for student success in business and international careers.

The University is dedicated to:

- providing an education in business, communication, international relations, and trade, with a global outlook;
- fostering a balance of academic and practical programs through effective learning processes, personalized student services, and a faculty that is committed to teaching and research; and
- offering a dynamic learning environment, promoting diversity and being responsive to the changing needs of the international community.



Message from the President

Dear Student,

Last year the International University in Geneva celebrated its fifteen year anniversary. This event marks the continuous efforts of our institution to achieve excellence in higher education, through teaching and a practical learning experience. As a Swiss foundation of higher education the University, has reached international academic standards by achieving dual American accreditation and being ranked among the six best business schools in Switzerland. The Alumni of the University are spanning over hundred countries representing an opportunity for students to participate in a global network.

This year the University is introducing two new graduate programs: an MBA in Sales and Marketing and an MBA in Entrepreneurship. These programs reflect the increasing importance of marketing and company creation in the economy and new courses such as Family Business Management, Entrepreneurial Finance and Digital Marketing will be part of this new curriculum. In addition to its existing programs in Business Administration, International Relations and Media and Communication a new Bachelor of Computer Science is being launched this September.

The International University in Geneva continues to develop its network with educational partners around the world. The students now have the opportunity to select among seventeen universities located in over fourteen countries and to spend a term abroad and immerge themselves in a different culture. The University has signed an agreement with Plymouth University in England to offer a Doctorate in Business Administration in Geneva.

By choosing to study in a multicultural city at the International University in Geneva where the student body represents over sixty nationalities you are preparing yourself for a global education. During your studies our faculty will develop your analytical and decision making skills necessary to thrive in a competitive environment. The staff is dedicated to service the needs of the students in areas including orientation, career planning and housing.

We look forward to welcoming you and providing you with an education that will prepare you for a global career.

A stylized, handwritten signature in blue ink, appearing to read 'Eric Willumsen'.

Eric Willumsen
President



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Message from the Chancellor

The international business world has become a rapidly evolving environment. New challenges that business leaders are facing include standards of corporate social responsibility, sustainable development, resource and energy efficiency and emerging markets. The business leader of tomorrow has to work within a context that extends far beyond the classic economic disciplines to consider such aspects as relationships with civil society and the media.

Studying in a multicultural atmosphere brings several advantages to an education that takes these new dimensions into account. In this regard, Geneva as a city can hardly be matched. Geneva is the European seat of the United Nations and government representations from all over the world.

Geneva and its surroundings also host the headquarters of a variety of large multinational corporations, non-governmental organizations, the World Economic Forum and the World Business Council for Sustainable Development. Lively interaction between these organizations and the business world create a cutting-edge innovation and learning.

The faculty and the student body of the University represent a diversity of nationalities and cultures, providing a lifetime enriching experience. The curricula are likewise based on a variety of business models, case studies and theories in a context of interactive and experiential learning.

Thus, the University's mission responds to the leadership needs and managerial skills of the future. I look forward to welcoming you to our University.

A handwritten signature in black ink, appearing to read 'C. Martin'.

Dr. Claude Martin
Chancellor

Advisory Council

Mr. Ilhan Akbil

Associate Dean

Fordham University
United States of America

Mr. John Burke

*Senior Vice-President and Head of
Human Resources*

Kudelski
Switzerland

Dr. Michael R. Czinkota, Ph. D.

Professor

Graduate School of Business Administration
Georgetown University
United States of America

Dr. Subhash C. Jain, Ph. D.

Professor

University of Connecticut
United States of America

Dr. James McFarland

Professor

A.B. Freeman School of Business Tulane
University United States of America

Dr. Herbert Schmitz

Former President

Procter and Gamble CEEMEA Region
Switzerland

President Emeritus



Dr. David Williamson

The first President of the International University in Geneva, Dr. Williamson has held several executive positions including President of Dupont de Nemours Europe, President of the Academy of the Environment and Member of the executive board of I.M.D.

Administration



Dr. Claude Cellich
Vice-President
External Relations



Dr. Patrice Anne Nuq
Academic Dean



Michael Broadley
Assistant Dean
of Student Affairs



Céline Simpson
Assistant Dean and
Registrar

Department Heads



Dr. Ioanna Liouka
Management



Professor Glenn O'Neil
Media and Communication



Professor
Antonino Geraci
International Relations
and Trade



Professor William Twinn
General Education Studies

Accreditation

The International University in Geneva is accredited by:

Accreditation Council for Business Schools and Programs (ACBSP)

ACBSP is the premier accrediting association for business schools and programs with a focus on teaching excellence. ACBSP is recognized by the Council on Higher Education Accreditation (CHEA), USA.

International Assembly for Collegiate Business Education (IACBE)

The International University in Geneva has received specialized accreditation for its bachelor's and master's degrees in business through the International Assembly for Collegiate Business Education (IACBE), USA.

Higher Education Guides

The University is referenced in leading education guides:

- "Accredited Institutions of Postsecondary Education" published by the American Council on Education.
- "International Handbook of Universities" published by UNESCO and the International Association of Universities.

Membership

The University is a member of the following educational organizations:

- European Foundation for Management Development (EFMD) - Belgium
- The Association to Advance Collegiate Schools of Business (AACSB International) - USA
- National Association of Foreign Student Advisers (NAFSA) - USA
- National Association for College Admission Counseling (NACAC) - USA
- American Association of Collegiate Registrars and Admissions Officers (AACRAO) - USA
- CEEMAN Management Development Association
- European Council of International Schools (ECIS) - UK
- Association Genevoise des Ecoles Privées (AGEP) - Geneva, Switzerland



“ Professors combined classes with learning experiences and advice on how to thrive in the workplace ”

Sheena Vohra,
BA in Media and Communication

British,
Junior Strategic Planner, Saatchi & Saatchi, Switzerland

International Network / Study Abroad

The International University in Geneva has developed educational affiliations with the following universities:

EUROPE

ESIC, Madrid - Spain

Founded in 1965, ESIC is one of the leading private business school in Spain. ESIC has 6 campuses in Spain including Madrid, Valencia, and Sevilla.

The Russian Presidential Academy of National Economy under the Government of the Russian Federation, Moscow - Russia

The Academy is one of the biggest and well-known business schools in Russia offering undergraduate and graduate programs. It is involved in the State Plan for training managers for the Russian economy.

Helsinki Metropolia University of Applied Sciences, Helsinki - Finland

The University offers both Bachelor and Master level degree programs in the fields of technology, business administration and art and design. Four of 18 degree programs are taught in English.

Institut Supérieur du Commerce ISC Paris - France

Founded in 1963, the Institut Supérieur du Commerce ISC Paris is one of the leading business schools in France. It offers undergraduate and graduate degree programs in management.

Kadir Has University, Istanbul - Turkey

Kadir Has University (KHU) was founded in 1997 in Istanbul. The university is dedicated to becoming a leader in educational and cultural fields in Turkey, as well as establishing itself as an international center for research and scientific development.

The University of Economics, Prague - Czech Republic

The University of Economics, Prague is the leading university in the field of management and economics in the Czech Republic. The University of Economics, Prague has six faculties with an enrollment of 15,000 students. At the graduate level, exchange students can complete a dual degree in international business.

Plymouth University - United Kingdom

Plymouth University has an education history dating back to 1862. The Sunday Times University Guide named Plymouth as one of the top three universities in the U.K.

LATIN AMERICA

Anahuac University, Mexico City - Mexico

Anahuac University is situated on the outskirts of Mexico City on a modern campus. The University is a nationally recognized institution offering degrees in Business, Engineering, Law and Medicine.

Universidad de San Ignacio de Loyola, Lima - Peru

San Ignacio de Loyola is recognised in South America for its academic standards and state-of-the-art technology and infrastructure.

Universidad Externado de Colombia, Bogota - Colombia

The University is a forward-looking institution known as the "University of the Third Millennium". Founded in 1886, the University offers programs in Business Administration, Economics, Finance, International Relations, Law and Journalism.

NORTH AMERICA

Villanova University - Pennsylvania - USA

The University founded in 1842 is located in Philadelphia and offers undergraduate and graduate degrees with an enrollment over 10,000. The Business School is ranked by Business Week among the top 20 in the USA.

Indiana University of Pennsylvania IUP, Pennsylvania - USA

IUP is the largest state university in Pennsylvania and is located outside Pittsburgh. The University is AACSB accredited and has an enrollment of more than 12,000 students.

Monterey Institute of International Studies, California- USA

The Institute is located on the California Coast south of San Francisco. The Monterey Institute is known for providing a world-class graduate education in International Business.

Tulane University, New Orleans - USA

The A.B. Freeman School of Business at Tulane University is one of the country's leading private research institutions. Founded in 1834 in New Orleans, the University is home to 11 schools and colleges.

University of Connecticut, Connecticut - USA

The University was founded in 1881 and counts over 23,000 students scattered over 8 campuses within the State of Connecticut. The University has consistently been ranked as a top state university in the USA.

ASIA

Indian Institute of Foreign Trade (IIFT), New Delhi - India

IIFT, located in New Delhi, was set up in 1963 by the Ministry of Commerce and Industry, Government of India. In 2005, IIFT was awarded the status of University. Over the years IIFT has been constantly ranked as one of the top ten business schools in India.

Thammasat University, Bangkok -Thailand

Thammasat University (TU) is one of the best known and respected higher education institutions in South East Asia. The University host 22 faculties and has an enrollment of over 31 000 Students.

MIDDLE EAST

American University in Dubai - UAE

The American University in Dubai (AUD) is a pioneer in private higher education in the UAE. AUD is an international institution that encourages global understanding by providing an atmosphere of cultural diversity and opportunities for an international education. The Ministry of Higher Education and Scientific Research of the United Arab Emirates has accredited the University's programs.

GENEVA,

A GLOBAL CITY



Geneva belongs to a select group of truly “international” cities of the world, making it an ideal place to study international management, international relations and media.

The city is host to the United Nations and specialized agencies such as the World Trade Organization, and is often referred to as the capital of peace and diplomacy.

Many multinational organizations are located in the region, due to the excellent logistical network and central location of Geneva. At the heart of Europe, it is only one hour by air from London, Paris, Brussels and Milan. Geneva is well known as one of the world’s major international financial centers, especially for the management of private capital assets.

Geneva is a window on the world of technology. It is home to such world leaders as The World Economic Forum (WEF), Hewlett-Packard, Nestlé, Richemont, Procter and Gamble, Caterpillar and Du Pont de Nemours. International Telecommunication Union and Reuters’ European communication center have also chosen Geneva as their headquarters. CERN, located outside Geneva, is where the World Wide Web was invented.

The quality and variety of Geneva’s cultural life, with its numerous theaters, museums and international conferences, makes it the right place to obtain a global education. The city is a showcase for the most celebrated names in fashion, jewelry and watchmaking, and is home to Rolex and Patek Philippe, among others.

Ideally situated on the shores of Lake Lemman at the foot of the Alps, Geneva offers excellent outdoor sporting activities.

Finally, the city’s cosmopolitan character, with nearly 150 nationalities from all around the world, makes everyone feel at home.

Our Philosophy of learning

Education at the International University in Geneva (IUG) is a combination of the American and European academic curricula, resulting in a unique approach based on quality in learning.

The multicultural student body, faculty and dynamic environment of the University contribute to the creation of a framework in which the students acquire a global education.

The programs have been designed to create a sound balance between theoretical foundations and practical applications, through the use of real business issues and visits to major multinational companies in the region.

Classes are small in order to allow group discussion and provide more individualized attention. The International University in Geneva is committed to helping students reach their full potential. The professors have relevant experience in industry and business at senior levels, combined with a strong academic background.

The methods of instruction at the International University in Geneva are innovative and underline the importance of gaining an international perspective on management, communication, and international relations issues.

The use of experiential learning methods such as case analysis and business simulations ensures the development of analytical skills, which are critical in today's competitive and rapidly changing world.

The International University in Geneva emphasizes the importance of interpersonal skills, lead-



ership, communication and the ability to work in multicultural teams, by encouraging active class participation and making regular presentations on strategic management issues. In that spirit, students are expected to work in teams, in order to simulate a situation in which they develop a proactive attitude and master effective communication skills. IUG's academic philosophy stresses the development of an entrepreneurial orientation relevant to both small and medium-sized companies, as well as large multinational corporations.

As part of the academic program at the undergraduate level, students are required to study a foreign language.



“ IUG provided me with the necessary knowledge to attain my career goals”

Diego Elias,
BBA

Brazilian,
Purchasing Manager, PepsiCo Europe

STUDENT

ACTIVITIES AND SERVICES

Study Tours

To provide students with an international experience, the University organizes with local universities educational tours to major trading centres in the world. For example, students have attended seminars and met business executives in Dubai, Hong Kong, Mexico and the New York.

Company Visits

Students majoring in business, international relations and media and communication are required to visit companies and organizations in their respective field of studies. These visits include multinationals such as Nestle, Patek Philippe, HP, and Procter and Gamble as well as non-government organizations including the International Olympic Committee, the United Nations, the Red Cross and the World Trade Organization (WTO).

Library

Students are encouraged to make use of the resources offered such as the on-line data base with access to over 1,900 journals, many of which are full-text and graphics.

Housing

The University provides student housing. A range of student lodging is available in Geneva, from small and exclusive apartments to large residence halls, featuring their own facilities such as restaurants and study rooms. The city has an excellent public transportation system.

Research Center

Computers equipped with the Internet are available in the Computer/Learning Center. Students are required to perform their course work on computers.



Student Area



Ski Week-end



Study tour to India



Student Council



Study tour to Rome

Student Council

IUG has a strong student council active in the areas of curriculum, social activities, community service and advocacy. Weekly meetings are held to resolve student issues and to recommend and make changes to the student environment. Some of the current activities are: Yearbook, community service events with the United Nations and UNICEF and cultural programs to New York, Dubai, New Delhi, and Mexico City.

Visas

The International University in Geneva assists students with visa formalities and in obtaining student permits in Switzerland.

Sports and Social Events

The International University in Geneva encourages sports activities and has arranged for special student rates at nearby sports clubs offering tennis and swimming, among others. Social events, such as dinners and ski weekends, are held with the support of the Student Council.

Assistantships

Each year the International University in Geneva sponsors a limited number of assistantships. The selection criteria include academic achievement and the financial need of the applicant. A student can apply for an assistantship by writing a letter, which should be included with the application form. Students receiving assistantships are required to commit a certain number of hours per week to the University for performing administrative duties.

Phi Beta Delta Honor Society

Phi Beta Delta is the first honor society dedicated to recognizing scholarly achievement in international education. It has 133 chapters with more than 14,000 members. The International University in Geneva has been honored by being designated the Epsilon Gamma Chapter of the Honor Society.

Career Management

1. Career Counseling

Students have access to a career counselor who assists them in their career decisions.

2. Career Skills Coaching

These seminars present the various steps of a comprehensive approach to employment opportunities:

- Career decisions
- Writing the Curriculum Vitae
- Networking

3. On-Site Presentations

The University invites representatives of companies from various industrial and commercial fields to introduce their organizations to the students. These presentations provide an opportunity to learn more about the firm's selection criteria, job opportunities and career perspectives.



Distinguished Guest Speakers

Each year the University invites distinguished guest speakers to address the students at graduation ceremonies and special events.



HE Adolf Ogi
Former President of Switzerland



HM Queen Noor of Jordan



The late Sir Peter Ustinov
UNICEF Ambassador and
Academy Award-winning
English actor



Dr. Bertrand Piccard
Founder of Solar Impulse



SAS Prince Albert de Monaco



Mr. Kevin Roberts
CEO Worldwide of
Saatchi and Saatchi



HE Micheline Calmy-Rey
Former President of
Switzerland



HE José Maria Figueres Olsen
Former President of Costa Rica



The Honorable
Mrs. Mary Robinson
Former President of Ireland
and United Nations High
Commissioner for Human Rights

UNDERGRADUATE, GRADUATE AND DOCTORATE PROGRAMS



“ The individual treatment wasn’t a sales gimmick; it has been a characteristic of my studies in Geneva all along.”



James Asquith,
MBA

British
Caterpillar Europe

“ I have entered the professional world thanks to the dedicated faculty and the University’s multicultural environment.”



Lei Yao,
BBA

Chinese
Swiss FX Brokerage House



In today's financial climate, having an education becomes critical for future endeavors. We at the International University in Geneva (IUG) provide a personalized, relevant curriculum to meet the needs of companies, international organizations, and family businesses.

At IUG, we continuously enhance our programs to stay at the forefront of higher educational trends. Our American accreditations ensure the quality that is demanded in today's environment. Each and every current and future student has a bright future based on acquiring the business and international skills required to meet the demands of employers.

IUG is ranked among the top business schools by Eduniversal, sharing this distinction with other well-known Swiss business schools. This distinction is due to our international faculty and student body and our quality of business education. This quality is complemented through research studies. Our faculty publishes in the fields of Negotiation, International Relations, International Trade, Marketing, Entrepreneurship, Communications, and Geopolitics.

With this message, I would like to conclude by wishing each and every one of our students, alumni, and future students a successful and fruitful experience together.

A handwritten signature in dark ink, reading "Patrice Anne Nuq". The signature is written in a cursive, flowing style with a prominent flourish at the end.

Dr. Patrice Anne Nuq
Academic Dean

DBA DOCTORATE	of Business Administration with Plymouth University (UK)	DPA DOCTORATE	of Public Administration with Plymouth University (UK)
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MA MASTER	of Arts in Media and Communication	MIB MASTER	of International Business	MIT MASTER	of International Trade	MIR MASTER	of International Relations and Diplomacy
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MBA MASTER	of Business Administration	MBA MASTER	of Business Administration in Sales and Marketing	MBA MASTER	of Business Administration in Entrepreneurship
		NEW		NEW	

BBA BACHELOR OF BUSINESS ADMINISTRATION
<p>Major/Minor in:</p> <ul style="list-style-type: none"> • Marketing and International Business • Finance and Accounting • International Relations • Media and Communication

BA BACHELOR	of Arts in International Relations	BA BACHELOR	of Arts in Media and Communication	BSC BACHELOR	of Science in Computer Science
				NEW	

ELECTIVES

Marketing and International Business	Finance and Accounting	International Relations	Media and Communication	General Management
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English as a Second Language (ESL) and Preparatory Courses for entry at University Level

UNDERGRADUATE AND GRADUATE PROGRAMS / DUAL DEGREE

Students wishing to obtain a second degree can do so by taking additional courses in another field. Further information can be obtained from the admissions counselors.

MA	+	CORE MBA COURSES	=	MA/MBA
BA	+	CORE BBA COURSES	=	BA/BBA
MBA	+	CORE MA COURSES	=	MBA/MA
BBA	+	CORE BA COURSES	=	BBA/BA
MIB	+	CORE MBA COURSES	=	MIB/MA



“ Studying at the International University in Geneva opened many horizons for me, both professionally and socially, and I am thankful for that.”

Dina Sabry,
MBA/MA

Egyptian,
Human Resources Manager, Novartis

“ At IUG I studied for a dual degree in Business and Communication. As a result I was more competitive in seeking a first employment.”

Claudine Peritaz,
BBA/BA

Swiss,
Hewlett Packard Europe

UNDERGRADUATE PROGRAMS

NEW

Bachelor of Business Administration (BBA)

The Bachelor's degree program in business administration prepares students for entry-level into professional and managerial positions in a global business environment. Students gain knowledge and skills in a full range of business disciplines while developing their communication, problem-solving, and interpersonal skills.

Bachelor of Arts in International Relations (BA)

The field of international relations is diverse, and is constantly evolving. It addresses issues such as globalization and the role of civil society in global governance. The program seeks to make the best use of the unique opportunities offered by IUG's location in Geneva, one of the global cities of the international system. IUG draws on the wealth of international resources for speakers, adjunct faculty, networking with international organizations and internship opportunities.

Bachelor of Arts in Media and Communication (BA)

The Bachelor of Arts in Media and Communication provides students with the theoretical foundation and practical knowledge for employment in the communications/media field or for graduate studies. The program is designed to meet the needs and interests of students engaged in, or aspiring to, careers in media and communication.

Bachelor of Science in Computer Science (BSC)

The program covers all key aspects of systems analysis, design, implementation, testing, deployment as well as IT service, security and project management. The student will gain an effective, comprehensive understanding of information systems design and programming as well as fundamental management areas.

Electives

Electives are offered in Marketing and International Business, International Relations, Media and Communication, and Finance and Accounting.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Required Courses

YEAR 1

Q1	FALL	Q2	WINTER	Q3	SPRING
	Principles of Marketing		Fundamentals of Accounting		Principles of Management
	English Writing		Micro-Economics		Essentials of Finance
	Applied Mathematics		Research Methods		Social Psychology
	Application of Information Processing		Statistics		Communication in Politics and Society
	Foreign Language 1		Foreign Language		Writing for the Workplace

YEAR 2

Q4	FALL	Q5	WINTER	Q6	SPRING
	Communication and Presentation Techniques		Business and Commercial Law		Geopolitics and Analysis
	Macro-Economics		Financial Reporting		Negotiation and Dispute Resolution
	Organizational Behaviour		Human Resource Management		Managerial Accounting
	Quantitative Decision Making		Contemporary Ethical Issues		Management Information Systems
	Elective 1		Creative Problem Solving		Elective 2

YEAR 3

Q7	FALL	Q8	WINTER	Q9	SPRING
	International Economics		Leadership		International Business
	Marketing Strategies		International Trade and Policy		Entrepreneurship
	Financial Management		Corporate Governance		Sustainable Development
	Elective 3		Elective 4		Business Policy (Capstone Course)
					Elective 5

Total Credits: 129

COMPREHENSIVE EXAMINATION

BACHELOR OF ARTS IN INTERNATIONAL RELATIONS (BA)

Required Courses

YEAR 1

Q1	Q2 WINTER	Q3 SPRING
Principles of Marketing	International Relations Theories	Principles of Management
English Writing	Micro-Economics	Globalization and Global Governance
Contemporary Themes in History	Research Methods	Communication in Politics and Society
Application of Information Processing	Statistics	Social Psychology
Foreign Language 1	Foreign Language 2	Writing for the Workplace

YEAR 2

Q4 FALL	Q5 WINTER	Q6 SPRING
Global Environment Issues	International Public Law	Peace and Conflict Studies
Communication and Presentation Techniques	Issues and Crisis Management	International Organizations and NGOs
Macro-Economics	Human Resource Management	Geopolitics and Analysis
Contemporary Issues in International Relations	Contemporary Ethical Issues	Negotiation and Dispute Resolution
Elective 1	Creative Problem Solving	Elective 2

YEAR 3

Q7 FALL	Q8 WINTER	Q9 SPRING
The Art of Diplomacy	Foreign Policy and Decision Making	Comparative Politics and the Nation State
National and International Security Studies	International Trade and Policy	International Business
Emerging Markets and Regional Cooperation	Corporate Governance	Sustainable Development
Elective 3	Elective 4	International Relations (Capstone Course)
		Elective 5
<i>Total Credits: 129</i>		COMPREHENSIVE EXAMINATION

BACHELOR OF ARTS IN MEDIA AND COMMUNICATION (BA)

Required Courses

YEAR 1

Q1 FALL	Q2 WINTER	Q3 SPRING
Principles of Marketing	Micro-Economics	Principles of Management
English Writing	Introduction to Mass Communication	Essentials of Finance
Applied Mathematics	Research Methods	Communication in Politics and Society
Application of Information Processing	Statistics	Social Psychology
Foreign Language 1	Foreign Language 2	Writing for the Workplace

YEAR 2

Q4 FALL	Q5 WINTER	Q6 SPRING
Public Relations	Business and Commercial Law	Digital Media Production
Global Communication	Issues and Crisis Management	International Organizations and NGO's
Communication and Presentation Techniques	Human Resource Management	Geopolitics and Analysis
Macro-Economics	Contemporary Ethical Issues	Negotiation and Dispute Resolution
Elective 5	Creative Problem Solving	Elective 2

YEAR 3

Q7 FALL	Q8 WINTER	Q9 SPRING
Introduction to Journalism	Identity and Reputation Management	New Media
Marketing Strategies	International Trade and Policy	International Business
The Art of Diplomacy	Corporate Governance	Sustainable Development
Elective 3	Elective 4	Media and Communication (Capstone Course)
<i>Total Credits: 129</i>		Elective 5
		COMPREHENSIVE EXAMINATION

BACHELOR OF SCIENCE IN COMPUTER SCIENCE (BSC)

Required Courses

YEAR 1

Q1 FALL	Q2 WINTER	Q3 SPRING
Application of Information Processing	Introduction to Programming	Principles of Management
English Writing	Micro-Economics	Social Psychology
Principles of Marketing	Research Methods	Essentials of Finance
Applied Mathematics	Statistics	Communication in Politics and Society
Foreign Language 1	Foreign Language 2	Writing for the Workplace

YEAR 2

Q4 FALL	Q5 WINTER	Q6 SPRING
Algorithms and Data Structure	Database Systems	Computer Networks
Macro-Economics	Web Applications Development (.Net)	Computer Architecture
Quantitative Decision-Making	Human Resource Management	Management of Information Systems
Organizational Behavior	Contemporary Ethical Issues	Negotiation and Dispute Resolution
Elective 5	Business and Commercial Law	Elective 2

YEAR 3

Q7 FALL	Q8 WINTER	Q9 SPRING
IT Service and Security Management	IT Project Management	Sustainable Development
International Economics	Leadership	Entrepreneurship
Financial Management	Corporate Governance	International Business
Elective 3	Elective 4	Information Systems (Capstone Course)
		Elective 5

Total Credits: 129

COMPREHENSIVE EXAMINATION

BACHELOR PROGRAMS

Electives

MARKETING AND INTERNATIONAL BUSINESS

Consumer Behaviour

Advertising

Services Marketing

Marketing of Luxury Goods

Market Research

INTERNATIONAL RELATIONS

Global Environmental Issues

Peace and Conflict Studies

Foreign Policy and Decision Making

National and International Security Studies

Comparative Politics and the Nation State

MEDIA AND COMMUNICATION

Global Communication

Digital Media Production

Introduction to Journalism

Identity and Reputation Management

New Media

FINANCE AND ACCOUNTING

International Money and Banking

International Finance

International Investment Management

Risk Management

Auditing

GENERAL MANAGEMENT

Organizational Behavior

Management of Information Systems

Entrepreneurship

Leadership

International Economics

Undergraduate Programs

The Proficiency Skills courses in English as a Second Language (ESL), Writing, Study Skills, Critical Thinking, and Math have been developed to assist students in enhancing skills that are essential to undergraduate academic progress.

In order to determine whether a student has a need for these courses, proficiency examinations in English and Math are given during the orientation day seminar. As a result of the examinations, students may be assigned to appropriate courses during their first trimester at the University. An ESL course is required for all students whose placement examination in English receives a non-passing score and whose major problems with English stem from a foreign language background.

MTH 003 Fundamentals of Mathematics and Mathematics lab

Fundamentals of Math is a course designed to assist students with low proficiency test scores to be adequately prepared for college level math courses at IUG.

English as a Second Language

Intensive classes are available at the intermediate and advanced levels. These classes assure individualized instruction and help students make rapid progress and integrate into mainstream studies in due time.



English as a second language (ESL) program

The International University in Geneva offers an intensive English language program for students preparing to enter its bachelors programs who wish to improve their English. The program focuses on conversation, grammar, pronunciation, vocabulary, listening, reading, writing, and the TOEFL and IELTS examinations. The aim is to prepare students for the level necessary for university course work.

Intensive classes are available at the intermediate and advanced levels. These classes assure individualized instruction and help students make rapid progress and integrate into mainstream studies in due time.

All courses are taught by professionals with extensive experience in ESL instruction.

IUG is a TOEFL test center in Switzerland.

STUDY ABROAD EXCHANGE OPPORTUNITIES

The University offers students the opportunity to earn college credits while studying abroad during the Fall, Winter and Spring sessions.



Visit to the American University of Dubai



“Studying at IUG contributed further to my professional development, as I studied in an international and practical environment.”

Andres Carretero,
BBA

Mexican,
Exchange Student

Undergraduate Programs. Course Description

ENV 200 - Global Environmental Issues

3 Credits (4 ECTS)

Environmental issues are among the most profound challenges of the 21st century. The widespread degradation of the earth's air, water, soil and diversity of species is compromising the quality of life of future generations. The course will address the issue of climate change and reveal how transnational cooperation may shape global governance, state sovereignty and human security.

COM 202 - Introduction to Mass Communication

3 Credits (4 ECTS)

The course examines the different phases of development of various media. Students study the sociological and economic impact of mass media. Students are expected to analyze media events and provide comments.

POL 203 - Peace and Conflict Studies

3 Credits (4 ECTS)

This course explores the concept of war and peace, outlining the major theories of security studies and international relations. International crises are analyzed as an opportunity for problem solving by using multilateral diplomacy. The course focuses on peace operations and actors such as states, international organizations and civil society.

COM 208 - Public Relations

3 Credits (4 ECTS)

The course focuses on the importance of public relations as a management tool for communicating with media and internally with employees and shareholders. Specific techniques for influencing stakeholders are presented in this course.

COM 209 - Global Communication

3 Credits (4 ECTS)

This course examines communication across various cultures. Students study how communication is affected in cross-cultural contexts influences in order to better understand communication processes in such settings. Examples of successful cross-cultural communication are examined.

COM 314 - New Media

3 Credits (4 ECTS)

This course explores the impact of "new media" on corporate communications and how audiences increasingly interact with organizations and each other through emerging digital and electronic communications: web sites, digital video, and virtual 3-D environments. Students gain hands-on experience in using and managing the latest forms of digital communications.

COM 215 - Issues and Crisis Management

3 Credits (4 ECTS)

The public is increasingly aware of local and global issues that effect their life, work and society. Companies and institutions need to be able to manage these issues and interact with the public in a constructive manner before crises emerge. Consequently, active issues management and crisis planning have become key priorities for companies. In this course, students learn through case studies how to analyse issues, design appropriate responses and manage crises when they occur.

COM 303 - Digital Media Production

3 Credits (4 ECTS)

The objective of this course is to provide students with an overview of the tools and skills needed to manage and produce digital projects.

This course covers the management of digital projects from the concept and storyboard phase to the final product and its promotion. Students gain hands-on experience by participating in the production of a multimedia clip incorporating video and animation.

BA 310 - Identity and Reputation Management

3 Credits (4 ECTS)

This course analyzes the various tools required to build up and maintain a successful corporate identity, image and reputation. Students examine the effects and impact of the corporate brand and how they relate to the meaning interpreted by stakeholders.

COM 499 - Media and Communication Capstone

3 Credits (4 ECTS)

The Media and Communication Capstone Course provides students with a strategic approach to communication planning and implementation. Building on media and communication courses undertaken during the bachelor program, the Capstone Course reinforces and expands upon some of the key learning points of the program.

MGT 100 - Principles of Management

3 Credits (4 ECTS)

The course introduces the basic concepts, theories and principles on how a company/organization functions today. Students will learn the challenges modern managers face in running their departments and the company overall. It emphasizes how to make decisions, set objectives, budget and allocate resources, recruit the right people, plan and control in a modern company/organization.

ACC 105 - Fundamentals of Accounting

3 Credits (4 ECTS)

This course describes the fundamentals of accounting; the objective is to familiarize students

with the use of financial statements, journals, ledgers and business transactions.

POL 114 - International Relations Theories

3 Credits (4 ECTS)

This course introduces students to the main issues and concepts of international relations. It discusses major theoretical approaches – liberalism, realism, constructivism, critical theories, feminism, the English School, Marxism and the Green Theory – and their application and limits in analyzing international events. The students will review and critically debate these theories during the course.

MKG 115 - Principles of Marketing

3 Credits (4 ECTS)

The goal of this course is to provide students with vocabulary, theories and methods related to marketing. The course looks at the terminology and strategic concepts of marketing and its role in organizations.

ENG 116 - English Writing

3 Credits (4 ECTS)

This course provides the basic building blocks for effective university-level writing skills in English. Students learn the mechanics, usage, punctuation, vocabulary, sentence, paragraph structure and advanced grammatical structures necessary for a more sophisticated writing style.

MTH 122 - Applied Mathematics

3 Credits (4 ECTS)

This course provides an introduction to basic mathematical techniques used to explore, model, and analyze phenomena in a broad range of subject matters. Students employ analytical, graphical, numerical, and verbal approaches to model solutions to these problems, increasing their reasoning and problem-solving skills. Students develop skills for quantifying mathematical exercises using appropriate linear and non-linear relationships required in economics and business.

ECO 125 - Micro-Economics

3 Credits (4 ECTS)

This course introduces students to the role of supply and demand in determining market prices. The importance of consumers and firms on supply and demand is emphasized.

POL 132 - Globalization and Global Governance

3 Credits (4 ECTS)

This course explores how economic globalization is shaping international relations. An overview of economic globalization and its influence on trade, culture, gender relations, democratization, the structure of the nation state and the inequality among states is provided. Can it be said that globalization is either good or bad? Do the diverse forms of global governance answer this question? Arguments from both sides of the globalization debate will be critically examined. The nature of global institutions such as the World Trade Organization, the International Monetary Fund, the G8 and G20 is also covered.

HIS 123 - Contemporary Themes in History

3 Credits (4 ECTS)

This course provides an introduction to contemporary history – essentially events of the 20th century. The course is taught thematically and covers six major areas – megatrends, war and peace, the end of empires, revolutions, ideologies and national histories. The course is designed as a bridge between knowledge of contemporary history and an understanding of the basics of international relations. An important element of the course is a discussion of national histories and an analysis of how they fit into the wider themes of world history.

COM 114 - Communication in Politics and Society

3 Credits (4 ECTS)

This course focuses on the history, evolution and contemporary aspects of communications in politics and society. Particular emphasis is placed

on the influence of media in modern societies, political movements and international systems. Theory and practice are combined through case studies and examples from recent and historical political and global events.

FIN 201 - Essentials of Finance

3 Credits (4 ECTS)

This course is an introduction to the basic principles of finance. It covers financial mathematics, valuation approaches for different financial instruments, the appraisal of capital investment projects and the measurement of financial risk.

TEC 202 - Application of Information Processing

3 Credits (4 ECTS)

This course covers advanced information technology concepts and terminology and introduces students to the use of software tools for business applications. It provides a thorough presentation of the use of spreadsheets, from basic navigation to building financial models including introduction to database management systems.

LAW 205 - Business and Commercial Law

3 Credits (4 ECTS)

This course studies the common law legal system with an emphasis on contract and company law. It also presents a study of selected areas of the transactional aspects of international commercial law with an emphasis on private, rather than public, transactions.

CPS 207 - Creative Problem Solving

3 Credits (4 ECTS)

Creative Problem Solving is a course designed to assist students in analyzing case studies and complex problems of all types. Using a variety of problem solving techniques, students will learn how to arrive at a range of possible solutions, and how to finally arrive at the optimum solution given the available data. The course uses a large number of practical exercises and is highly participative - the overall objective being that the student will

be provided with techniques that can then be applied in other courses throughout the period studying for a degree and in later work situations.

COM 220 - Communication and Presentation Techniques

3 Credits (4 ECTS)

This course examines the strategies and skills necessary to make successful business presentations. Students will develop their oral communication skills and examine the components of informative and persuasive presentations.

PSY 223 - Social Psychology

3 Credits (4 ECTS)

This course is an analysis of the structures and properties of human groups. Topics include: group formation, development of role relationships, intra-group and inter-group conflict, and factors influencing group effectiveness.

MKG 225 - Advertising

3 Credits (4 ECTS)

This course provides a comprehensive study of the correlation between media and advertising. During the course, organizations active in the field of advertising introduce students to different advertising and communication campaigns.

ACC 232 - Financial Reporting

3 Credits (4 ECTS)

The course provides broad knowledge of financial statement analysis techniques and corporate financial reporting practices, as well as the accounting standards upon which these practices are based. The financial reporting topics include, among others, reporting of standard and off-balance sheet transactions, cash flows, consolidated statements, overseas operations, financial instruments, structured financings and asset impairments. Each topic is approached from a variety of perspectives, both theoretically and practically.

Prerequisite: Fundamentals of Accounting (ACC 105)

ECO 235 - Macro-Economics

3 Credits (4 ECTS)

The aim of this course is to examine the impact of national income, monetary policies, interest rates and prices on the global economy. Different economic models and theories are analyzed.

POL 241 - Contemporary Issues in International Relations

3 Credits (4 ECTS)

This course examines a range of current issues and risks in world politics today. A foundation in international relations is provided through discussing and debating concepts such as peace, war, international institutions, cooperation, norms, gender, human security, non-state actors, human rights violations, migration, environmental risk, drugs, terrorism and weak states. The effectiveness of political and policymaking efforts to address these issues in world politics is considered, in addition to the future trends that will shape international relations in the next decades.

ENG 242 - Writing for the Workplace

3 Credits (4 ECTS)

This course prepares students to write successful business correspondence. Basic grammar, style and rhetorical strategies will be examined. Students will be responsible for writing and editing numerous forms of writing.

STA 243 - Statistics

3 Credits (4 ECTS)

The course builds upon and expands the knowledge acquired in mathematics by introducing statistical methods such as inference, intervals of confidence, hypothesis testing and multiple regression technique. Application of statistics to real life problems in a broad range of subject matters are discussed and practiced using spreadsheets and advanced computer based technology.

Prerequisite: Applied Mathematics (MTH 122)

MKG 245 - Consumer Behavior

3 Credits (4 ECTS)

The aim of this course is to provide students with a basic understanding of consumers and consumer behavior and how they influence marketing strategy. Students will understand and apply consumer behavior within a behavioral science framework in order to learn how to develop and implement effective marketing strategies.

ECO 300 - International Economics

3 Credits (4 ECTS)

This course covers such topics as international trade issues, international monetary systems and economic development and growth. Subjects of actual relevance, such as globalization and the European Monetary Union, are discussed in detail.

Prerequisites: Micro-Economics and Macro-Economics (ECO 125 and ECO 235)

MGT 305 - Human Resource Management

3 Credits (4 ECTS)

This course provides an introduction to key HRM functions found in modern organizations such as: effective job design, staff selection, evaluation, reward systems, management development and organizational training.

COM 308 - Introduction to Journalism

3 Credits (4 ECTS)

Introduction to Journalism is a study of basic rhetorical and ethical principles of journalism. The course includes writing and editing style, investigative and interpretive reporting, ethics and legal issues, broadcast, wire and internet trends.

MKG 310 - Marketing Strategies

3 Credits (4 ECTS)

The goal of this course is to introduce students to marketing analysis and strategies. Topics covered include the marketing mix, market planning and implementation through case studies.

Prerequisite: Principles of Marketing (MKG 115)

FIN 315 - Financial Management

3 Credits (4 ECTS)

The course covers financial analysis tools used for evaluating corporate performance and forecasting future financial needs. It introduces techniques for managing working capital and optimizing a firm's long-term capital structure.

Prerequisite: Essentials of Finance (FIN 201)

POL 316 - Comparative Politics and the Nation State

3 Credits (4 ECTS)

Despite being taken for granted in the modern world, the nation state is a relatively recent institution. The course will trace its origins and antecedents and examine the state system with its strengths and weaknesses. The nation state is analyzed in how it relates to transnational actors and processes – the corporate sector, world trade and migration flows, terrorist networks and military interventions.

POL 317 - International Organizations and NGOs

3 Credits (4 ECTS)

This course offers an in-depth view of international organizations and non-governmental organizations (NGOs). The course reviews the history of these organizations, the challenges they encounter and their relationships with states and stakeholders. The changing roles of NGOs and international organizations in such fields as human rights, international peace and security and economic and social development is examined. This course also considers the special role that international organizations and NGOs play today in international relations, the internal organizational challenges as well as the changing policy contexts in which they operate.

POL 318 - The Art of Diplomacy

3 Credits (4 ECTS)

This course provides students with an introduction to diplomacy: how it functions within international relations, both today and historically.

The development of diplomacy, the influence of politics and its central role in international relations is considered. The course reflects on key questions including: is there a “diplomatic method”? Can a “diplomatic personality” help states find a compromise? Are strong personages vital to diplomacy?

POL 319 - Foreign Policy and Decision Making

3 Credits (4 ECTS)

This course provides both the theoretical framework and practical skills necessary to analyze international events using foreign policy concepts. Decision making practices are examined by exploring the foreign policy processes at national and regional levels. Special emphasis is placed on the role of decision makers and civil society. With the use of case studies, students learn how decision makers define an issue, evaluate risk, prioritize options and take action.

POL 321 - Geopolitics and Analysis

3 Credits (4 ECTS)

Contemporary international relations have been characterized by the increased involvement of non-state actors, rapid technological advances, resource competition, identity conflicts and tensions caused by contradictory effects of globalization. To deal with these challenges, geopolitics takes into account history, geography, strategy, economy and culture in explaining the complexity of current and potential future conflicts.

MGT 324 - Contemporary Ethical Issues

3 Credits (4 ECTS)

This course explores the ethical and philosophical basis for making decisions in business. Students review precedent-setting cases and analyze the effect of government control and legislation on economic and business enterprises; and reviews the use of the law as a tool for generating policy and decision-making.

POL 331 - National and International Security Studies

3 Credits (4 ECTS)

This course explores the concept of international security from national, cultural and international perspectives. It reviews how definitions of security have changed over time and how they are reflected in the development of international relations. The debate over the continuing dominance of military and state-based approaches to security is considered in the context of the widening of the security agenda. In addition to this conceptual approach, the course looks at specific case studies of security issues in the modern world.

MGT 340 - Organizational Behavior

3 Credits (4 ECTS)

This course provides an introduction to selected critical issues affecting individual and group behavior in organizations. Topics include motivation, teams, leadership, interpersonal communication, effective presentations, as well as the dynamics of conflict and change in organizations.

STA 341 - Quantitative Decision Making

3 Credits (4 ECTS)

The course familiarizes students with techniques commonly used in quantitative decision making. Topics discussed include concepts of decision-making and decision analysis, optimization theory, linear programming, sensitivity analysis, transportation and assignment problems, cross-section analysis, forecasting and time series analysis, waiting line models and Markov processes.

Prerequisite: Statistics (STA 243)

LAW 204 - International Public Law

3 Credits (4 ECTS)

This course explores the breadth and diversity of contemporary public international law. It examines the history and theory of international law, its fundamental sources and principles, its applications, and issues surrounding its enforcement. An overview of the international legal system and its constituent bodies is also presented.

NEG 342 - Negotiation and Dispute Resolution

3 Credits (4 ECTS)

The goal of this course is to develop interpersonal skills, and the ability to work effectively with others. The issues of power and influence, corporate culture and group dynamics are studied. Students learn selected negotiating strategies and tactics and apply them through practical cases within a global setting.

FIN 345 - International Money and Banking

3 Credits (4 ECTS)

This advanced course examines how international monetary systems function and the meaning of monetary policy from the point of view of banks and other major financial institutions, including the International Monetary Fund. Students will analyze various monetary theories and how changes in the volume of money impact on capital formation, national income, employment, prices and interest rates.

ACC 350- Managerial Accounting

3 Credits (4 ECTS)

Special emphasis is placed on the collection and interpretation of data for managerial decision-making. A study is made of cost concepts used in planning and control, cost-profit-volume analysis, and budgeting.

Prerequisite: Fundamentals of Accounting (ACC 105)

FIN 400 - International Finance

3 Credits (4 ECTS)

The course examines financial management issues in an international setting. Specific topics covered include exchange rates, currency risk, transnational acquisitions, transfer pricing and financing international trade.

TEC 401 - Management Information Systems

3 Credits (4 ECTS)

This course prepares students to apply knowledge learned from IT tools to solve management problems and find new opportunities to improve their organizations. It examines how information technology supports managers in their operational and decision-making tasks.

Prerequisite: Application of Information Processing (TEC 202)

BUS 402 - International Business

3 Credits (4 ECTS)

This course develops the knowledge required for conducting business successfully in an international setting. Issues relating to the design and implementation of foreign entry strategies, the organizing and controlling aspects of a multinational corporation, and the role of global financial markets in doing international business are analyzed through case studies.

POL 403 - Emerging Markets and Regional Cooperation

3 Credits (4 ECTS)

This course offers a comprehensive look at emerging markets and their role in the new global economy. The students examine conceptual theories and historical cases to consider their potential, weaknesses and strengths. The course provides an in-depth understanding of the business, political, and social/cultural issues of emerging markets and how they compete with developed countries, markets and regions. The growth of regional political and economic alliances in Europe, North America, Latin America, Asia and Eastern and Central Europe is discussed.

MGT 480 - Leadership

3 Credits (4 ECTS)

The purpose of the course is to introduce students to leadership theories aimed at leading, influencing and coordinating team members in the workplace. Students will identify their own leadership attributes and improve their skills

through practical exercises. Real world business cases will be analyzed to identify successful and less successful examples of leadership.

TRA 408 - International Trade and Policy

3 Credits (4 ECTS)

The goal of this course is to study the determinants of trade and to examine how trade affects the distribution of real income in the economy. Students will become familiar with terms related to international trade and gain understanding about international trade policy in developed and developing nations. The course presents various theories, trade barriers, their instruments and impact on social welfare, the political economy of trade barriers and the evolution of trade organizations. Students will study the role and function of the World Trade Organization in the global context of free and fair trade agreements.

POL 498 - International Relations Capstone Course

3 Credits (4 ECTS)

This capstone course reviews key issues in international relations with an emphasis on economic relations and foreign policy, international organization and multilateral diplomacy. It focuses on global governance in areas such as peace and security, energy and environment, human development and human rights, regional integration and cooperation.

MGT 415 - Entrepreneurship

3 Credits (4 ECTS)

The course exposes students to all aspects of the entrepreneurial process, including opportunity identification, feasibility analysis, assembling human and financial resources, launching a business and harvesting rewards. The main objective of the course is to teach students how to write an effective business plan.

ENV 421 - Sustainable Development

3 Credits (4 ECTS)

Sustainable Development is a course that demonstrates the need for examining the

linkages among economic, social, technological, and environmental issues in achieving a sustainable global society. Building on the multi-disciplinary nature of environmental studies, the course incorporates various aspects of economics, social engineering, ethics, politics, and science. The course discusses strategies, legislations, innovations and best practices for more sustainable economies in the future.

RES 130 - Research Methods and Report Writing

3 Credits (4 ECTS)

This course assists students to develop their research skills. Different research methods, tools and techniques for effective report writing and presentation are examined.

FIN 431 - International Investment Management

3 Credits (4 ECTS)

The course introduces students to the financial issues facing corporations making international investment decisions. It offers a global perspective to portfolio management and investment analysis, considering a variety of asset classes. Topics covered include fund management, stock and bond analysis, structured products and evaluation of performance and risk.

MKG 433 - Services Marketing

3 Credits (4 ECTS)

The course aims to provide students with a practical understanding of the function of marketing in the service sector of the economy. The goal of this course is to enable students to grasp, adopt and apply the details of service marketing operations in a variety of practical solutions.

FIN 478 - Risk Management

3 Credits (4 ECTS)

The course looks at the wide variety of risks and uncertainties that business organizations face. Special attention is given to two specific areas: the treatment of risk in capital investment decisions and techniques for managing market-related risks

in commodities, currencies, money and capital markets. The course is designed to be as practical as possible.

ACC 479 - Auditing

3 Credits (4 ECTS)

This course covers auditing standards and procedures for examining financial statements in business and other organizations. Topics covered include audit objectives, audit standards, the conceptual framework for the collection of evidence, the preparation of audit programs, risk assessment, and audit reporting. Students also study the impact of computer controlled processes on the total audit environment.

MKG 432 - Market Research

3 Credits (4 ECTS)

This course examines the concepts and practical methodologies used in marketing research. It provides an overview of the marketing research process, with emphasis on research design, data instrument design, questionnaire formulation, sampling plans and data collection methods. Emphasis will be on cases and research projects.

MGT 490 - Corporate Governance

3 Credits (4 ECTS)

This course studies the system by which companies are directed and managed. The aim of this course is for students to understand that corporate governance is a framework for accountability and a vehicle which encourages companies to create value. Students will understand that establishing the roles of the board and management are fundamental to any corporate structure. Students will also understand how corporate governance influences the setting of objectives, their achievement, how risk is monitored and assessed and how performance is optimized.

BUS 498 - Business Policy Capstone Course

3 Credits (4 ECTS)

This course emphasizes the impact of strategic decisions on the overall performance of the firm. This is a capstone course and concentrates

on management, finance and other issues that affect the firm. Case analysis is the method used to review business problems.

LUX 402 - Marketing of Luxury Goods

3 Credits (4 ECTS)

This course provides an overview of the entire luxury marketing management process. Focusing on the luxury consumer, the course examines market research, segmentation, targeting and positioning, branding, pricing, product development, retailing, and communication strategies in the luxury industry. Using well-established brands as examples, the course delves into consumer and buyer behavior analysis.

CSC 105 - Introduction to Computing Systems

3 Credits (4 ECTS)

This course provides the fundamental concepts of Computer Science, including hardware, software, basic introduction to programming, data structures, algorithms, database, and computer networks.

CSC 125 - Introduction to Programming

3 Credits (4 ECTS)

The course introduces students to the basic concepts of computer programming: Analysis of simple algorithms, use of simple data structures, data types, top-down structured design, sequence, control, conditional and looping structures, and file operations. Students will have the opportunity to develop skills at writing programs to solve real world problems.

CSC 205 - Algorithms and Data Structure

3 Credits (4 ECTS)

This course introduces students to the most common algorithms and data structures in use on computers today. It explores the abstract data types of linked lists, queues, tables, stacks, graphs, and trees for sorting, searching and string processing. It also shows how one can implement them in programming languages using fundamental data structures.

CSC 215 - Software Engineering

3 Credits (4 ECTS)

This course covers methods and tools associated with the entire software development life cycle, including: how to analyze problems, gather and validate requirements, functional and database design, implementation, testing, debugging and maintenance. It also examines software metrics and software cost estimation.

CSC 225 - Database Systems

3 Credits (4 ECTS)

The goal of this course is to introduce students the theoretical and practical aspects of database management systems. It covers the relational data model, database design and tuning, normalization, and querying databases.

CSC 235 - Web Applications Development (.Net)

3 Credits (4 ECTS)

This course explores Web technologies such as Extended Markup Language (XML) and introduces students to the fundamentals of web applications and web servers

CSC 245 - Computer Networks

3 Credits (4 ECTS)

This course explores the basic concepts of computer networks by examining and comparing network topologies, protocols and standards. It also examines the Local area networks (LAN) and Wide area networks (WAN) and the services built on top of them.

CSC 255 - Computer Architecture

3 Credits (4 ECTS)

This course introduces students to the layers and abstractions of modern computer systems architectures. It examines the representation, storage, management and transmission of data on the computer and management of resources including the role of performance in computer design.

CSC 315 - IT Service and Security Management

3 Credits (4 ECTS)

The course provides students with an introduction to service and security management: prevention of incidents, faster resolution of problems and more secure introduction of changes. It examines Service Support (Incident, problem, change and release management), Service Delivery (Service Level, Availability, Capacity, Financial and continuity management) processes and the implementation of information security infrastructure, identity management, threat management and access management.

CSC 425 - IT Project Management

3 Credits (4 ECTS)

This course introduces students to the application of knowledge, skills, tools, and techniques to achieve specific targets within specified budget and time constraints for IT projects. It examines each of the following project management knowledge areas: Scope, Time, Cost, Quality, Human Resources, Communications, Risk, Procurement and Integration management.

CSC 498 - Information Systems (Capstone Course)

3 Credits (4 ECTS)

This course reinforces and expands upon some of the key learning points of the Computer Science program through an individual development assignment/project involving requirements gathering, analysis, design, implementation and project documentation.

GRADUATE PROGRAMS

Master of Business Administration (MBA)

IUG's Master of Business Administration program challenges individuals to develop the knowledge, skills and leadership ability to advance personal and professional goals. MBA students learn effective business practices based on theories and practical experiences, and acquire management concepts that they can use immediately.

Master of International Business (MIB)

The MIB is positioned as a pre-professional degree which prepares students for international business careers. The degree is geared to recent undergraduates and working professionals with less than two years of experience. This new program has been designed to equip students with the knowledge and practical skills to successfully manage in an international environment.

Master of International Relations and Diplomacy (MIR)

The MIR curriculum responds to the growing demand to train young professionals for decision-making careers in diplomatic services, international organizations and corporate business.

Master of International Trade (MIT)

The MIT program is designed to provide students with the knowledge and skills to promote the business interests of national trade promotion agencies, trade associations, chambers of commerce, NGOs and multinational companies.

Master of Arts in Media and Communication (MA)

The program is designed for graduate students who wish to study contemporary approaches to media and communication. It specifically addresses the emerging interrelationship and convergence of media, communication and culture.

Master of Business Administration in Sales and Marketing (MBA)

NEW

The program builds managers who master the marketing and sales process. Areas such as how to design successful sales and marketing strategies and how to effectively address marketing and sales decisions are discussed. Finally the implementation of different sales and marketing tools are studied in the program.

Master of Business Administration in Entrepreneurship (MBA)

NEW

The program addresses all the challenges of following the entrepreneurial path: generating new ideas and innovation, managing innovation, financing entrepreneurial undertakings, bringing new ideas to market and growing the business successfully.

MASTER OF BUSINESS ADMINISTRATION (MBA)

Q1 FALL

Accounting Fundamentals

Marketing Management

Quantitative Methods in Business

Global Economics

Q2 WINTER

Cross-Cultural Negotiations

Operations and Project Management

Leadership and Organizational Behavior

Principles of Corporate Finance

Q3 SPRING

Innovation and Technology

Global Entrepreneurship and Venture
Initiation

Managerial Accounting

Strategic Financial Management

Q4 SUMMER

Corporate Strategies (Capstone Course)

Ethics and Social Responsibility

Concentration subject for the Master of Business Administration

Luxury Management | Finance | Marketing Management

Foreign languages are available for graduate students.



“Thanks to the MBA program, within 5 years, from a junior corporate level, I gained the confidence to propel myself to a full-fledged management position.”

Eva Zaki,
MBA

Swiss-Egyptian,
Relationship Manager, Credit Suisse Private Banking

NEW

MASTER OF BUSINESS ADMINISTRATION IN SALES AND MARKETING (MBA)

Q1 FALL

Sales Management

Marketing Management

Introduction to Finance

Global Economics

Q2 WINTER

Sales Strategies and Techniques

Operations and Project Management

Leadership and Organizational Behavior

Marketing Research

Q3 SPRING

Innovation and Technology

Global Entrepreneurship and Venture
Initiation

International Marketing

Digital Marketing

Q4 SUMMER

Sales and Marketing (Capstone Course)

Ethics and Social Responsibility

NEW

MASTER OF BUSINESS ADMINISTRATION IN ENTREPRENEURSHIP (MBA)

Q1 FALL

Fundamentals of Entrepreneurship

Marketing Management

Quantitative Methods in Business

Global Economics

Q2 WINTER

Cross-Cultural Negotiations

Operations and Project Management

Leadership and Organizational Behavior

Strategic Management

Q3 SPRING

Innovation and Technology

Family Business Management

Accounting for Entrepreneurs

Entrepreneurial Finance

Q4 SUMMER

Entrepreneurship (Capstone Course)

Ethics and Social Responsibility

MASTER OF ARTS IN MEDIA AND COMMUNICATION (MA)

Q1 FALL

Marketing Management

Communication Management

Introduction to Finance

Communication and Media Theory

Q2 WINTER

Cross-Cultural Negotiations

Operations and Project Management

Media Industry: Strategies and Influence

Digital Media Management

Q3 SPRING

Digital Marketing

Intercultural Communication

Communication Research and Planning

Interpersonal and Presentation Skills

Q4 SUMMER

Media and Communication
(Capstone Course)

Ethics and Social Responsibility

Concentration subjects for the Master of Arts in Media and Communication

Marketing I Luxury Management

Foreign languages are available for graduate students.



“The courses are interactive and allow students to “learn by doing” by combining theory with practical cases.”

Bruna Johnson-Descalzi,
MA in Media and Communication

Ecuadorian,
Business Communication Division Nestlé

MASTER OF INTERNATIONAL BUSINESS (MIB)

Q1 FALL

Introduction to Finance

Global Economics

Quantitative Methods in Business

Marketing Management

Q2 WINTER

Cross-Cultural Negotiations

International Commercial Law

Leadership and Organizational Behavior

Strategic Management

Q3 SPRING

International Marketing

Global Entrepreneurship and Venture
Initiation

International Trade and Finance

Interpersonal and Presentation Skills

Q4 SUMMER

International Business (Capstone Course)

Ethics and Social Responsibility

Concentration subject for the Master of International Business

Marketing | Finance | Luxury Management

Foreign languages are available for graduate students.



“IUG gave me the motivation and the preparation to launch my career in an international setting.”

Kristina Weder,
MIB

American/ Swiss
Consultant Michael Page International

MASTER OF INTERNATIONAL TRADE (MIT)

Q1 FALL

International Trade Organizations

Trade Promotion Strategies

Global Economics

Geoeconomics, Influence and Power

Q2 WINTER

Cross-Cultural Negotiations

International Law

International Trade Policy

Economic and Political Diplomacy

Q3 SPRING

International Trade and Finance

Trade Statistics and Analyses

Foreign Policy, Making and Analysis

Innovation and Technology

Q4 SUMMER

Future Trade Issues (Capstone Course)

Ethics and Social Responsibility

Foreign languages are available for graduate students.



“Being a student at IUG is a valuable contribution to my career.”

Amna Al-Kuwari,
MIT

Qatari
Commercial attaché Qatar Mission to the United Nations

MASTER OF INTERNATIONAL RELATIONS AND DIPLOMACY (MIR)

Q1 FALL

Geo-economics, Influence and Power

The Dynamics of Regional Cooperation and Diplomacy

International Trade Organizations

Global Economics

Q2 WINTER

Cross-Cultural Negotiations

Economic and Political Diplomacy

International Law

European Union Foundations and Trends

Q3 SPRING

Foreign Policy - Making and Analysis

The United Nations System, Foundations and Trends

Diplomatic Tools in Managing Conflicts

Interpersonal and Presentation Skills

Q4 SUMMER

Future Issues in International Relations (Capstone Course)

Ethics and Social Responsibility

Foreign languages are available for graduate students.



“The MIR program represented an opportunity to pursue my education in a highly professional and international environment.”

Seble Tekeste Abebe,
MIR

French/Ethiopian
Senior Program Officer, The Global Fund

Graduate Programs. Course Description

ACC 514 - Accounting Fundamentals

3 Credits

A study of accounting concepts, methods and their significance to management. This course does not require previous accounting knowledge. (Foundation course).

MKG 605 - Marketing Management

3 Credits

Students gain knowledge of marketing management by learning to think strategically, and developing marketing plans by aligning marketing initiatives with market opportunities. During the course, students are required to develop marketing plans through the use of case study analyses.

ECO 607 - Global Economics

3 Credits

This course focuses on the international nature of contemporary economic phenomena. It underlines macro-economic principles in order to understand domestic and international policy issues, international trade policies and economic growth.

MGT 610 - Leadership and Organizational Behavior

3 Credits

Students study a range of important variables that affect the behavior of people inside an organization, including leadership styles, the process of effective management, interpersonal communication skills, motivation, effective presentations and organization design, as well as the dynamics of conflicts in organizations. This course involves a high degree of participation and project work with adult learning techniques such as action learning and learning contracts.

NEG 615 - Cross-Cultural Negotiations

3 Credits

In this course students develop negotiating strategies and tactics applicable in a global setting. The interrelationship between culture,

communication and business is analyzed and appropriate approaches formulated.

FIN 509 - Introduction to Finance

3 Credits

This course introduces students to the basic tools of financial analysis. It develops an understanding of capital budgeting and risk analysis, cash flow and cost of capital, dividend policy, internal financing and leverage. It describes innovative methods in the use of capital markets, such as hedging with derivatives and related instruments.

MGT 666 - Global Entrepreneurship and Venture Initiation

3 Credits

The course objective is to develop a pragmatic knowledge-base for some of the primary factors that lead toward the creation of a successful business. Creating a viable business plan is a key component that will be studied. Considerable time is allocated to understanding many key aspects of being a successful entrepreneur, highlighting selected characteristics underlying that success such as management, marketing, finance and strategic planning.

FIN 611 - International Trade and Finance

3 Credits

The main objective of this course is to provide an overview of the main elements of trade and finance in the global economy. The course will familiarize students with the features of current international trade, in addition to aspects and issues of international business. The main elements for operating in an international trade and business environment are discussed, including the instruments and techniques used in cross-border financial transactions.

FIN 510 - Principles of Corporate Finance

3 Credits

Principles of Corporate Finance is intended to familiarize MBA students with principles of the corporate finance and investment decisions. It

develops students' understanding of fundamental topics in the modern corporate world such as cost of capital, financial valuation, investments, risk-return, trade-offs and optimization of capital structure. The theory is presented in a decision-making context which motivates students and equips them with practical tools for financial decision-making and valuation, the skills they will require in their future careers.

ACC 622 - Managerial Accounting

3 Credits

This course explores the use of managerial accounting information for internal planning, decision-making, performance evaluation and control. It stimulates the knowledge, skills and attitudes to understand, evaluate, and take action on the many financial and non-financial reports used in managing modern companies.

BUS 699 - International Business Capstone Course

3 Credits

International Business is the capstone course to assess the student learning and knowledge acquired in the MIB program. This course will incorporate the functional aspects of finance, marketing, human resources, law, economics, and communication in the area of International Business. This course will evaluate the knowledge acquired to ascertain the student's responsiveness to performing business within an international context. Understanding of cultural and language differences will be utilized in the context of international business. The course will also contain key international trade theories, international business entry strategies, and foreign exchange markets, including how to raise capital in the international markets.

MKG 667 - International Marketing

3 Credits

The objective of this course is to provide an understanding of how marketing strategies and marketing activities are influenced by globalization and macroeconomic events. Students will

learn to devise an international marketing plan, taking into account the overall international economic situation, the growing interaction of governments, international institutions, the global legal environment and different cultures. It emphasizes the challenges the international marketer faces today in dealing with the complexity of internationalization and the transparency of modern technologies.

MGT 657 - Operations and Project Management

3 Credits

This course introduces students to the practices, concepts and techniques used in operations within manufacturing and service organizations. Topics include product and process design, demand forecasting, production and workforce planning and quality control.

QMB 513 - Quantitative Methods in Business

3 Credits

This course requires a good understanding of mathematics and statistics. Students will study the most recent decision analysis techniques, project scheduling, linear programming, simulation, forecasting, regression and correlation. Each topic is developed using examples that illustrate the mathematical techniques being used and give some indication of practical application.

FIN 635 - Strategic Financial Management

3 Credits

This course explores the strategic role of finance in a company. It analyzes various tools and techniques for financial management and examines approaches to measuring value creation and optimizing the capital structure of the firm.

BUS 698 - Corporate Strategies Capstone Course

3 Credits

This course examines the strategies of senior management for the attainment of corporate goals. It takes an interdisciplinary and strategic approach

to the firm's corporate policy. Students will understand how companies formulate strategic responses to changes in the external environment, define strategic options and implement them.

LAW 659 - International Commercial Law

3 Credits

Focusing on both private and public law, the course is designed to familiarize students with the legal framework of international trade and investment. Students acquire a fundamental knowledge of commercial law, trade finance, direct investment and franchising, country risk analysis, regional trade agreements and intellectual property laws and licensing.

BUS 650 - Ethics and Social Responsibility

3 Credits

This course examines Corporate Social Responsibility (CSR) from the perspective of business and societal goals with a specific emphasis placed on a corporation's stakeholders. The course also focuses on how CSR can be integrated into a corporation's strategic planning. Other areas covered include the relationship of CSR and corporate ethics and various environmental and societal issues.

COM 636 - Communication and Media Theory

3 Credits

This course covers communication and media models, the history of communications media, an overview of different broadcasting systems and the social roles they play, the institutional and political framework through which the media operate, their cultural and economic roles, and the technology of communication and media.

COM 652 - Media Industry: Strategies and Influence

3 Credits

The importance of the media has developed with the globalization of press coverage and worldwide concern for the unequal information flow between and among countries. This course examines the historic role of the media and the

strategies of media influence in culture, society, business and world affairs.

COM 653 - Digital Media Management

3 Credits

This course reviews theory and current practice in the field of digital media. This combination aims to help students understand, design, create and assess current and future developments in digital media. Particular attention is assigned to web-based social media, public relations strategies and digital tactics such as blogging, social networking, microblogging, Wikis, video and audio productions.

COM 654 - Intercultural Communication

3 Credits

This course introduces students to the concepts and practices that underpin communication in the modern, multicultural environment. Students examine the interplay between their own cultural background and their ability to communicate with others. Emphasis is placed on the ability to understand cultural differences in communicating with others in the workplace or social setting - key elements of globalization and the changing social-political landscape.

COM 656 - Communication Management

3 Credit

In this course, students will be introduced to the key concepts related to managing communication programs in the workplace. The course focuses on topics such as corporate image, identity and reputation, community relations, corporate social responsibility, issues management, crisis management, public affairs, and internal communication.

COM 658 - Communication Research and Planning

3 Credits

Students are introduced to an analysis of public relations theory and practice and guided on the planning and evaluation of public relations and communication programmes. During the course, students develop an academic and practical insight into best practices in corporate and marketing communication (Research course).

COM 621 - Interpersonal and Presentation Skills

3 Credits

The essential element for a successful executive or manager is the ability to effectively communicate his or her ideas, persuade others of the viability of those ideas and direct and delegate authority in a manner that motivates, rather than alienates, subordinates. This course gives students the opportunity in which to practice and develop these skills. Students examine interpersonal communication and public presentations, and are expected to make persuasive and informative oral presentations.

COM 698 - Media and Communication Capstone Course

3 Credits

During their final trimester, students plan, design and present a communication project that puts into practice the communication and media theory, processes and techniques they have studied during the MA program. The project is supported by a series of workshops on researching and managing communication projects.

TRA 615 - International Trade Organizations

This course focuses on international economic relations and trade organizations. It reveals challenges and limits for the nation-state to manage international affairs alone. The course evaluates specialized international organizations (WTO, UNCTAD, ICC, World Bank, IMF, WIPO), and examines their achievements in promoting global governance. The course discusses regional trade areas and arrangements worldwide (NAFTA, MERCOSUR, APEC, ASEAN, ECOWAS).

TEC 630 - Innovation and Technology

3 Credits

Information and technology has the potential to improve productivity and maximize investments. In this course, students will be introduced to emerging IT technologies and applications. Students will be challenged to create an information

technology strategy aligned to the organisation's business strategy. Various models such as enterprise resource planning, customer relations management and other critical business applications and processes will be studied in detail.

TRA 624 - Economic and Political Diplomacy

This course introduces students to the tools of economic policy and standard-setting organizations. It develops an understanding of economic resources and trade relations. The course discusses how states conduct their economic relations; political decision-making and policy-creation domestically; their interaction with non-state actors; and engagement politically in multilateral negotiations.

POL 637 - Diplomatic Tools in Managing Conflicts

3 Credits

Conflicts can have multiple causes. This course will give students a comprehension of conflicts but also the key theoretical approaches to enhance their understanding of conflict resolution, crisis management and the techniques employed by diplomats, the international community and third parties to resolve or prevent diverse violent conflicts. Conflict resolution and crisis management involves techniques and procedures needed to prevent crises from escalating and leading to war. Such efforts can include traditional diplomatic tools such as 'good offices', sanctions, peacekeeping, peacemaking, humanitarian interventions and direct military interventions. These actions can also take place at various stages of the conflict, escalation or de-escalation. This course will review all these techniques and theories.

TRA 630 - International Trade Promotion Strategies

The course provides students with the knowledge of how to promote business interests of national trade promotion agencies, non-government organizations, trade associations, chambers of commerce and TNCs. It focuses on trade promotion and the role of major international trade

organizations in setting policy and standards that govern global trade.

TRA 620 - International Trade Policy

The course addresses trade-related issues with respect to economic development and growth, regional cooperation and interdependence among economies. It focuses on trade agreements, custom unions, economic sanctions and trade protection policies.

TRA 698 - Future Trade Issues Capstone Course

This course focuses on interaction between states, international organizations and non-state actors on trade related issues. Trends of selected global issues such as natural resources and the environment, intellectual property rights and the WTO perspective are examined.

TRA 618 - Trade Statistics and Analyses

The course introduces students to statistical theory and its application to econometric models. It provides students with analytical tools to understand and analyze international economics and trade-related issues by using statistics and econometrics.

POL 630 - Foreign Policy-Making and Analysis

This course deals with domestic and external factors affecting the formulation of foreign policy and national security. It examines major political events after 1989 and policy making conceived and practiced by nation-states. The course aims to integrate theory and policy-making, diplomacy and strategy, while focusing on foreign policy and national security.

POL 632 - The United Nations System, Foundations and Trends

This course gives a general overview of the United Nations system and specialized international organizations. It reviews the history of the UN and

examines decision-making processes, especially within the General Assembly and the Security Council. The course explores the strengths and weaknesses of the UN system and multilateral diplomacy in regulating relations between sovereign nation states. Students will debate future perspectives of the UN system, on the concept of collective security and UNSC reform.

POL 698 - Future Issues in International Relations Capstone Course

International relations have changed since the end of the Cold War in 1989 and September 11, 2001. This course identifies the crucial political issues of today on the national, regional and transnational levels. It examines current dynamics and assesses their possible future trends. Topics under consideration include security, the environment, the economy, migration, religion, and the information society on a global scale.

POL 610 - Geoeconomics, Influence and Power

This course explores the impact of geoeconomic strategies of state and non-state actors in international relations. It examines European, US and East-Asian competitive intelligence, trade and economic interests at stake. The course addresses the issue of information operations and disinformation strategies, enforcement or destabilization of the nation-state and state support of strategic industrial sectors through economic diplomacy. Relations between the state, corporate sector and civil society are examined in the form of case studies.

POL 620 - European Union Foundations and Trends

This course focuses on the European integration process, institutions and decision-making and explores the role of Europe in world politics. Prominent points of debate include sovereignty, federalism and the monetary union, as well as trade, environmental, enlargement and defense policies.

ENT 501 - Fundamentals of Entrepreneurship

3 Credits

This course provides an introduction to entrepreneurship. It examines the vital role of entrepreneurship in the economy, the characteristics of the entrepreneur, the nature of entrepreneurial opportunities and how these can be identified and developed. Considerable time is allocated to developing a great business concept and business model.

FIN 630 - Entrepreneurial Finance

3 Credits

Entrepreneurial Finance is a course designed to help managers make better investment and financing decisions in entrepreneurial settings. The course covers all stages of the entrepreneurial process, from start-up to harvest. Topics examined include alternative ways of financing, raising capital from private investors, venture capitalists and banks, cash flow analysis and business valuation models.

ACC 632 - Accounting for Entrepreneurs

3 Credits

This course provides a profound understanding of the main accounting concepts and techniques required when starting and running a new venture. Students will learn how to prepare pro-forma income statements, pro-forma statements of cash flows, balance sheets, break-even and ratio analysis.

ENT 630 - Family Business Management

3 Credits

This course investigates the unique characteristics that allow family businesses to create competitive advantages and overcome their vulnerabilities. The challenges and risks of managing the family business are explored, including issues such as succession planning, ownership control, shareholder relations, managing for ongoing success.

ENT 698 - Entrepreneurship (Capstone Course)

3 Credits

The Entrepreneurship Capstone course guides MBA students to building blocks of knowledge and experience gained during the programme and launching an entrepreneurial venture. Students will prepare a real business plan. The class will be enriched with simulation games.

MKG 610 - Sales Management

3 Credits

The sales function offers an immediate link to a company's most valuable asset – its clients. This course introduces students to the process of sales management. It will mainly address issues in sales-force design and key account management.

FIN 610 - Finance for Sales and Marketing

3 Credits

This course focuses on the financial aspect of marketing and sales decisions. Students will be able to interpret balance sheets and income statements, analyse the company financials and compare them to competitors, and evaluate the financial viability of marketing and sales initiatives. Key budgeting techniques will also be discussed.

MKG 620 - Sales Strategies and Techniques

3 Credits

This advanced course on sales management will focus on the key sales strategies and techniques. Issues covered will include customer relationship building and management and the effective conduct of personal selling.

MKG 625 - Marketing Research

3 Credits

This course offers methods, tools, and techniques for qualitative and quantitative marketing research. Students gain a "hands-on" experience of the complete marketing research process, essential

to addressing marketing problems such as estimating market potential, advertising and pricing, and introducing new products.

MKG 625 - Digital Marketing

3 Credits

In this course students will gain expertise in the application of the most powerful tool of modern marketing. All the elements of a successful digital marketing strategy will be examined, including reaching and retaining customers, customizing, leveraging social media, and the digital advertising mix.

MKG 698 - Sales and Marketing (Capstone Course)

3 Credits

The sales and marketing capstone brings together the knowledge and experience gained throughout the program to train students on how to develop complete marketing and sales plans.

LAW 660 - International Law

3 Credits

This course examines relations between nations and the legal framework that underpins these relations. The course reviews treaty law, law of the sea, international criminal law and various aspects of humanitarian law. The supranational context is studied in relation to the UN Charter and the workings of various international courts.

POL 625 - The Dynamics of Regional Cooperation and Diplomacy

3 Credits

The course will examine the political and economic concepts of regionalism, particularly from the perspective of using diplomacy and economic cooperation and integration to deal with traditionally complex regional structures of international relations. Students will examine the dynamics of the growing trend towards regionalism in a comparative perspective, analyzing regional groupings in Europe, East Asia, North America, Latin America, Asia and Africa. The course introduces the concept of regional cooperation and inte-

gration in the age of globalization, from the perspective of world economic geography, cultural interaction, and functional collaboration that leads to political cooperation.

Graduate Concentration Courses

LUX 671 - Luxury Brand Management

3 Credits

The course provides an overview of the entire luxury goods management process, from brand DNA definition to product distribution in markets. Focusing on the luxury consumer, the course examines brand strategy, competition, market needs and specificities, product launching and manufacturing, communication and distribution. Using well-established brands (in watches and jewelry, in haute-couture and fashion, perfumes and cosmetics, automobiles), the course seeks to define the concept of luxury brand management by exploring the origins, history, and trends of luxury production and distribution. Using the case study and project-based learning approach, the course examines ways in which strategic thinking, creativity and business skills are integrated in the successful luxury goods firm.

LUX 672 - Luxury Goods Marketing Seminar

3 Credits

The course provides an overview of the entire luxury goods industry and services sector. It seeks to define the luxury brand approach to build image and visibility for its end-consumers by exploring the different aspects of its marketing, its sales and its industry. Renowned guest speakers from the industry will be invited for an event, which is part of the course, and will elaborate on the different strategies applied in fashion, jewelry, perfumes, hospitality, transport, and the Swiss watch industry.

LUX 674 - Legal Principles of the Luxury Industry

3 Credits

In this course, students will learn about the international luxury industry and how relevant legal principles apply. With a focus on brand protection,

cases and exercises will illustrate legal issues as broad as international licensing, trademark law, negotiations, and contracts and franchising. The course covers the theory and practice of all key legal aspects relevant to the luxury market including contractual issues, intellectual property, licensing, global financing and payment mechanisms.

FIN 677 - Financial Modeling Seminar

3 Credits

A concentrated three-day module which examines the potential of financial modeling. The first two days use existing models, in both the "Excel" and Proprietary Modeling software, and seeks to develop skills in the use of sensitivity analysis. Day three provides actual model-building experience using "Excel" software.

Prerequisite: Introduction to Finance (FIN 509)

FIN 678 - Risk Management

3 Credits

This course examines the wide variety of risks and uncertainties that business organizations face. Special attention is given to two specific areas: the treatment of risk in capital investment decisions, and techniques for managing market-related risks in commodities, currencies, money and capital markets. The course is designed to be as practical as possible, with the contribution of a number of outside experts.

Prerequisites: Introduction to Finance (FIN 509) and International Trade and Finance (FIN 611).

FIN 679 - International Investment Management

3 Credits

The course introduces students to the financial issues facing corporations making international investment decisions. It covers the international monetary environment, international investment and market equilibrium and equity and bond investment.

Prerequisite: Introduction to Finance (FIN 509)

MKG 681 - Advertising and Sales Promotion

3 Credits

This course applies advertising and sales promotion theories, the most visible elements of the promotion function, to the achievement of marketing management goals. Topics include: objectives, targets, budgets, media, themes, measurement and research. Students prepare advertising plans for existing or new businesses.

Prerequisite: Marketing Management (MKG 605)

MKG 683 - Strategic Marketing Planning

3 Credits

The course explains the responsibilities of the product/brand manager, with a focus on planning. It covers control systems and problems encountered during execution. Students are required to prepare feasible marketing plans.

Prerequisite: Marketing Management (MKG 605)

MKG 684 Marketing of Technology Based-Products

3 Credits

The purpose of this course is to address the issues and problems faced by marketing managers in the design, development, commercialization and management of technology based-products.

Prerequisite: Marketing Management (MKG 605)

DOCTORATE PROGRAMS

Doctorate of Business Administration (DBA) and Doctorate of Public Administration (DPA)

The Doctorate Program is offered in partnership with Plymouth University, one of the UK's most prominent and dynamic universities with an educational history dating back to 1862. The Sunday Times University Guide 2011 named Plymouth as one of the top three universities in the United Kingdom.

These research-based doctoral degrees expose participants to an intellectually rigorous program of study. It is designed to enable participants to synthesize and develop managerial and professional practice, theoretical understanding and reflexive capability.

The Doctorate of Business Administration and Doctorate of Public Administration will be run in Geneva with industry leading professors from Plymouth University and the International University in Geneva undertaking workshops, seminars and lecture programmes at IUG.

These programs are full-time, part-time or sandwich type courses where the research will be done under the joint supervision of staff from the International University in Geneva and the University of Plymouth. The degree of DBA/DPA will be issued by the University of Plymouth.

The Doctorate of Business Administration programme provides the basis for candidates

to undertake an individual research project through the synthesis of practical experience and theoretical framework. This gives individuals new perspectives that add value in terms of effectiveness, efficiency and capability.

Candidates will be expected to concentrate on an issue directly related to a workplace or organization with which they are familiar. Such a project could take the form of solving a problem or identifying new operational procedures.

The Doctorate of Public Administration is firmly grounded in the social sciences. It offers experienced public sector professionals the broad remit of providing effective leadership to their organization in a governance and policy environment. It facilitates the capacity to manage public resources cost-efficiently, cost-effectively and equitably.

About Plymouth University



Plymouth University has over 30'000 students and has a long record of high quality innovative research as demonstrated by its achievements in the RAE. The university submitted twenty-five Units of Assessment in the 2008 RAE. The results show that the majority of research submitted by the university included world-leading research, achieving the highest rating possible - scoring 4 stars.

Overall, 80% of the research was judged as being of international repute. In the Research Fortnight research power league table, on the basis of the results of the 2008 RAE Plymouth has leapt 15 places to join the top 50 universities, showing the greatest improvement in the UK in research performance since the last RAE, in 2001.

DOCTORATE MODULES

Duration : 3 - 4 years

Entry requirements

The details are provided on the IUG Website (www.iun.ch)

Doctorate of Business Administration and Doctorate of Public Administration

Induction and Introduction to Doctoral Study

Reflective Practice, Reflexivity and Paradigms of Inquiry

Identifying and Explaining Theory

History and Philosophy of Business and the Social Sciences

Understanding Paradigms of Inquiry (Also DPA)

Developing Methodological Approaches and Dealing with Methods

Research Proposal and Research Part of the Program

All candidates will be interviewed and their capacity to undertake the taught part of the program will be established.

ADMISSION POLICIES AND PROCEDURES

The International University in Geneva seeks a diverse student body and encourages applications from around the world.

Undergraduate Programs

Admission to the University is competitive and emphasizes the applicant's previous academic performance and intellectual capacity. For the student's convenience, applications are accepted on a rolling admission basis.

To enter the undergraduate programs, the applicant must have successfully completed secondary education or high school with an acceptable Grade Point Average (GPA). In addition, the student is required to possess proficiency in English.

Admission to the International University in Geneva is based on an assessment of the student's educational and background and a determination of his/her ability to benefit from the particular degree.

Applications are reviewed individually and the admission decision may specify certain requirements as determined by the Academic Dean and the Admissions Committee.

Applicants whose academic preparation does not meet the University's admission criteria may be offered conditional admission with the approval of the Academic Dean.

All application documents become the property of the University.

Application Procedure

- ❑ A complete Application Form with an Essay.
- ❑ A copy of the High School Diploma/ Secondary School Diploma (Certified copy in English).
- ❑ An official High School/Secondary Transcript (Certified copy in English) and Grade Point Average.
- ❑ Achievement of a minimum TOEFL score of 80 (Internet-Based Test) or 213 (Computer-Based Test) or other equivalent English proficiency tests such as IELTS or CAE if English is not their mother tongue. The University's TOEFL code is 0130.
- ❑ Two passport-sized photos.
- ❑ A Resume / Curriculum Vitae.
- ❑ A copy of his/her Passport.
- ❑ A non-refundable application fee of SFr. 150.-

Proof of Proficiency in English – If your first language is not English or you received a bachelor's degree from a country where English is not the official language, you will be required to submit a current score (no more than two years old) of the Test of English as a Foreign Language (TOEFL).

The TOEFL or IELTS test can be taken at any testing center including at the International University in Geneva.

Please consult www.toefl.org for additional information.

Graduate Programs

The applicant for the graduate programs at the International University in Geneva must hold an undergraduate degree from a recognized university.

Admission to the University is competitive and the applicant is selected on the basis of intellectual ability, capacity for academic achievement, international outlook and interpersonal qualifications that suggest strong leadership potential.

All application documents become the property of the University.

Applications are considered on a rolling basis.

Admission requirements

Students applying to the IUG graduate program must submit the following:

- ❑ A completed application form.
- ❑ Official Transcripts of all undergraduate programs attended (certified in English).
- ❑ A certified copy of an undergraduate degree (in English).
- ❑ A minimum Grade Point Average (GPA) of 2.7.
- ❑ A minimum undergraduate Grade score of 80 (Internet-based test) or 213 (Computer-based test) on the TOEFL test or another equivalent English proficiency test. To submit the TOEFL test score to the International University in Geneva (IUG), please enter IUG's institutional code number (0130) when you take the test.
- ❑ A Curriculum Vitae / Resume stating any relevant professional work experience.
- ❑ Two passport-sized photos.
- ❑ A non-refundable application fee of Swiss Francs CHF 150.– or Euros € 100.– or USD 140.–

The following additional requirements apply to MBA program candidates:

- A minimum Grade Point Average (GPA) of 3.0
- A GMAT test score is recommended (The University's GMAT code number is 0130)
- At least 3 years of work experience is recommended

The applicant's academic performance, results of the Graduate Management Admissions Test (GMAT), and professional resume are reviewed as part of the admissions evaluation process.

The GMAT and TOEFL tests can be taken at any testing center.

Please consult www.toefl.org / www.gmat.org for additional information.

Note: Some applicants to the MBA program are not required to provide a GMAT score. The exceptions to the GMAT requirements are:

- a. Applicants who have already earned a master or higher degree from an accredited institution.
- b. Applicants who have a professional license or terminal degree.
- c. Certified Financial Analyst (CFA).
- d. Certified Public Accountant (CPA).

All application documents become the property of the University.

Transfer Applicants (undergraduate and graduate programs)

The International University in Geneva welcomes transfer students from recognized universities around the world and towards this end has established links with other universities through an international network. The transfer student is responsible for having all the official transcripts sent to the Admissions Office of the International University in Geneva. The Admissions Office will inform the student on the number of credits that have been accepted.

The process is:

1. Transfer applicants who have attended another university(s) and wish to have those credits evaluated and applied towards their degree at the International University in Geneva, must submit official transcripts. Transfer credits (TC) will be allowed for relevant courses that show "C" or better for undergraduate students, or a "B" or better for graduate students. Please note that in the undergraduate programs the University will accept a maximum of 69 (92 ECTS) transfer credits. At the graduate level the University will accept up to 9 transfer credits. The student transcript at IUG will read TC for all courses transferred.
2. Courses must be appropriate to the IUG curriculum.
3. Transfer credit is recorded as credit (TC) only and is not computed in the cumulative grade point average.
4. Students must complete at least 60 (80 ECTS) credits in residency at IUG in order to receive a degree at the undergraduate level and, therefore, the number of transfer credits varies.



Research and Publications

To maintain teaching excellence, the University encourages its faculty to carry out research, consultancies, participate actively in professional conferences and publish. In addition, the University publishes its own IUG Business Review, a refereed journal. These activities enable the faculty to incorporate the latest thinking, research findings and most recent practical applications in their courses.



TUITION

AND OTHER FEES

Terms and Conditions

Application fee - The application fee of SFr. 150.- is non-refundable and used for processing the application. The student is required to include the application fee with the application.

Advanced Tuition Payment - The advanced tuition payment is an advanced payment in order to ensure the participation of the student and is non-refundable.

Payment - The student is required to settle tuition fees before the start of each term.

Entry in the following academic term will be possible on condition that no financial or academic obligations remain from the previous term.

Audit fees - SFr. 1,000.- per course. Students who choose to audit a course are charged a fee of SFr. 1,000.- per course.

Tuition refund - Tuition is computed on the assumption that a student will remain throughout the academic year. Since a place is reserved, no part of the tuition can be credited or refunded without special approval by the Financial Officer.

In case of withdrawal, tuition fees will be refunded according to the following system:

Full refund during the first two weeks from the beginning of the term except for the Advanced Tuition Payment.

No refund from the third week from the beginning of the term.

TUITION AND OTHER FEES

UNDERGRADUATE	Sfr.
Advanced Tuition Payment	4,400.-
Tuition per Course (3 credits)	2,200.-
Books and Supplies (per course)	100.-
Total Tuition per year (based on 5 courses per trimester)	34,500.-

Note: undergraduate students needing Student Permits are required by the Swiss authorities to maintain full matriculation (5 courses per trimester).

GRADUATE	Sfr.
Advanced Tuition Payment	5,000.-
Tuition per Course (3 credits)	2,500.-
Books and Supplies (per course)	100.-
Total Tuition per Program	36,400.-

Note: graduate students needing Student Permits are required by the Swiss authorities to maintain full matriculation (4 courses per quarter).

OTHER FEES	Sfr.
Application Fee	150.-
Auditing a Course	1,000.-
Maintaining Matriculation	1,000.-
Waiver Exam per Course	950.-
Graduation Fee	200.-
Official Transcript	20.-
Late Registration	150.-
Deferred Final	500.-
Late Tuition Payment	3%
Independent-Tutoring (per hour and by permission only)	350.-
Yearbook	20.-

FACULTY



AGGARWAL Surabhi

*Social Psychology/Communications
Indian - Associate Professor*

- B.A. Psychology, University of Delhi, India.
M.A. Social Work, University of Delhi, India
- Ph.D. Social Work, University of Delhi, India

Former Associate Professor at University of Delhi teaching psychology, social research and gender studies. Considerable research in the areas of psychology and women's issues.

ANDROUCHKO Leonid

*Mathematics / Information Technology
Ukrainian - Professor, Director of Research*

- Diploma of Engineer, Polytechnic Institute, Kiev, Ukraine
- Ph.D. Mathematics Science, Academy of Sciences of the Ukrainian SRR, Ukraine

Senior administrator with the International Telecommunication Union (ITU) until 1999. Visiting Professor Tokai University, Japan.

APOSTOLOV Mario

*International Relations
Bulgarian/Swiss - Adjunct*

- M.A. International Relations, Moscow State Institute of International Relations
- D.E.S. International Relations, University of Geneva
- Ph.D. International Relations, University of Geneva

Mr. Apostolov is Regional Advisor at the United Nations Economic Commission for Europe (UNECE).

BENAIN Pierre-Yves

*Business Policy
French - Adjunct*

- M.Sc. Engineering, National Institute of Applied Sciences, France

- E.M.B.A. International University in Geneva

Marketing and Strategic Planning with multinationals such as Siemens and SITA.

BOLAND Robert

*Accounting
English/American - Professor*

- B.A. Nottingham University, UK
- M.P.H. John Hopkins University, USA
- M.D. Juarez University, Mexico
- D.Com., Stellenbosch University, South Africa
- C.P.A. USA - C.A., UK

Distinguished Professor and consultant to U.N. organizations. Former Director of Cranfield School of Management, UK.

BORGEON Michel

*International Relations / E-Commerce
French - Professor*

- M.A., Ph.D., University of La Sorbonne, France

Over 25 years of experience in trade promotion with the International Trade Center, UNCTAD and the WTO. Co-author of Trade Promotion Strategies.

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*Communication and Luxury Management
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- Diploma in Interior Design, London Metropolitan University, UK
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International responsibilities at strategic level for different luxury brands. Interior design consultant for luxury brands.

CATLIOTA Donna*Law**American - Professor*

- B.A. English Literature and Language (cum laude), Barat College, USA
- LL.M. in International and Comparative Law (with distinction), Georgetown University Law Center, USA
- Juris Doctor in Law (magna cum laude), Cleveland State University Law School, USA

Ms. Catliota was engaged in private practice for over 10 years with law firms in the United States before moving to the public sector, where she has served as legal counsel with the US Department of State (Office of the Legal Faculty Advisor); the United Nations Compensation Commission; the World Health Organization and as General Counsel for the Millennium Foundation.

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Coordinator for the Geneva Forum with partner institutions UN Institute for Disarmament Research and Graduate Institute of International and Development Studies.

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Former Senior Advisor in Finance at the International Trade Center/U.N./W.T.O.

CELLICH Claude*Negotiation**American - Professor*

- Vice-President for External Relations
- B.A. Detroit Institute of Technology, USA
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- D.B.A. h.c. Davenport University, USA

Harvard trained negotiator and Former UN senior administrator. Co-author of Global Business Negotiations and International Trade Promotion.

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- M.A. French, University of Montana, USA
- M.I.M. International Management, Thunderbird, School of Global Management, USA
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Ms Cole is a former legal advisor of the US department. She has worked for USAID, the Office of the Legal Adviser of the US Department of State, the United Nations Compensation Commission (UNCC) and the International Organization for Migration (IOM) in Geneva.

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- B.A. Concordia University, Montreal Canada
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- M.A. European Institute Geneva European Studies
- Ph.D. University of Geneva Geopolitics

Co-founder and active in the Association: International Centre for Geopolitical Studies. Organizing seminars, training courses, symposiums and debates on contemporary geopolitical issues.

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ESL / English

American - Assistant Professor

- Certificate in Teaching English as a Foreign Language to Adults
- B.A. English Literature, University of Utah, USA
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Former Director of Executive Programs at Gartner SA and MIS Director at WWF International.

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- License in Mathematics, University of Lausanne, Switzerland
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Former senior manager at Hewlett-Packard Europe Executive Coaching and Project Management.

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Founding member in 1990 of "Peace and International Security" research group at University of Montreal.

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- M.Sc. in Communications, University of Lugano, Switzerland, and

Former Director of Communications and Media Relations, IFPMA, Switzerland.

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- B.Sc. Physics, Universidad de Granada, Granada, Spain
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Postdoctoral fellow at CERN working on neutrons in nuclear reactor physics, neutron cross sections, detection of g-rays and neutrons, Monte Carlo simulation, fission g-rays and g-ray strength functions.

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- B.Sc. Computer Science and Engineering, Hacettepe University, Ankara, Turkey
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Mr. Guven has extensive experience in business /IT and global IT leadership.

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International Relations

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- B.A., first class honours, history and economics, Dalhousie University, Canada
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Policy advisor to the Director-General of the World Trade Organization in Geneva, Switzerland. Coordinated WTO's Aid-for-Trade initiative. Prior to the WTO, Mr. Hancock was senior advisor to Canada's Trade Minister and an Economic Advisor to the Prime Minister.

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Former director of the MBA program at University of Hartford in Paris and Chief Economist with Caterpillar Overseas, Banque Edouard Constant Geneva.

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Former Communication Delegate of the ICRC, Colombia, Congo-Brazzaville, Armenia.

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Former scientific director and producer at the audiovisual unit of the Graduate Institute of International Studies, Geneva, Switzerland.

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Former senior consultant with Deloitte and Touche. Research Associate with the United Nations Conference on Trade and Development (UNCTAD).

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Additional specialized trainings in Teachers Formation Institute of Geneva.

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- M.A., Law, University of Vienna, Austria
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Lawyer with the World Trade Organization (WTO), Dr. Neufeld looks after the negotiations on international Trade Facilitation Agreements. Before joining the WTO, Ms. Neufeld worked for the UN where she held various responsibilities in the areas of trade-related research.

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- B.Sc. Mathematics, Richard Stockton College of New Jersey, USA
- M.B.A. Marketing, Rutgers University, USA
- D.B.A. Grenoble School of Management, France and Newcastle University, UK

Former Director of Marketing at RCA, ITT, British Telecom, Digital/Compaq and Orange. Co-author of an innovative marketing textbook in creative learning and research in the field of eHealth services marketing.

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- B.A. La Trobe University, Australia
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Consultant on communication evaluation and measurements for Benchpoint Ltd. London.

PLANAS-BIELSA Victor*Finance**Spanish - Adjunct*

- B.Sc. Physics, Universidad de Zaragoza, Spain
- M.Sc. Physics, Università Degli Studi Federico II, Napoli, Italy
- Ph.D. Mathematics, Institut non linéaire, Nice, France

Former Director at the Hedge Funds Research Institute. Professor of quantitative finance and hedge fund strategies at the International University of Monaco. Mr Planas-Bielsa is now co-founder and financial director of an audiovisual production company.

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- M.Sc. Environmental Engineering and Science, Swiss Federal Institute of Technology of Lausanne (EPFL)

Since 2005, he has been a coordinator of international cooperation projects for the Swiss Materials Science and Technology Institute (EMPA) on electronic waste management in India, Senegal, Morocco. At SOFIES, Mr. Rochat is in charge of projects linked with Life Cycle Assessment (LCA) and Mass Flow Analysis (MFA).

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- B.Sc. International Business Administration, ICADE, Madrid Spain
- M.Sc. Foreign Service, Georgetown University, Washington D.C, USA
- Ph.D. Politics and International Studies, University of London, London, U.K

International Security specialist for the European Institute for Security Studies (EUISS) and has held international posts for the U.N. High Commissioner for Refugees.

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- B.Sc., Economics, Athens University, Greece
- DipIM, MCIM, The Chartered Institute of Marketing, UK

Senior Executive programs at Stanford, INSEAD and London Business School. Over 20 years of senior Marketing positions with Colgate-Palmolive and Hewlett Packard. Over 10 years as CEO-Europe for Energizer and Invensys Controls. Currently advising Private Equities and Investment Banks (TowerBrooks Capital).

SAVITCH Pavel

Accounting

Russian - Adjunct

- B.A. Economics, State University of Moscow, Russia
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Chartered Certified Accountant, UK
Senior Manager at SITA.

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- B.Sc. in Engineering Physics, Princeton University, New Jersey, USA
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Current Senior Investment Advisor at Lloyds International Private Banking in Geneva and has held the roles of Director of Portfolio Manager and VP of Global Advisory at Barclays Wealth and Bank Julius Baer.

TRINE Christian

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- B.A. University of Brussels (ICHEC), Belgium – Business Administration
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30 years of International Human Resources Management, including Industrial Relations and Merg-

ers and Acquisitions with Exxon, RJT Tobacco International and Alcoa.

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- B.A. Southampton University, England
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Member of the Institute of Personnel and Development.

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- Vordiplom, University of Nuremberg, Germany
- M.B.A., Ph.D., University of Ohio, USA
- Professor at Georgetown University, Washington D.C., USA

Author of textbooks and publications in the field of international business. Dr. Czinkota served in the US Government as Deputy Assistant Secretary of Commerce. He is listed as one of the most published contributors to international business research.

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- M.A. University of Sydney, Australia
- Master of Commerce, University of New South Wales, Australia
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Professor Fletcher is both head of the School of Marketing and International Business and Professor of Marketing at the University of Western Sydney. Prior to becoming an academic, Dr. Fletcher was an Australian Trade Commissioner.

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Communications

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- B.A. Psychology, University of Nottingham
- M.Sc. Psychology, London School of Economics
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