



NEVER STOP LEARNING

---

**SWISS SCHOOL OF  
BUSINESS AND MANAGEMENT  
GENEVA**

DUAL DEGREE MBA  
SWISS-FRENCH

GENEVA-PARIS

[www.ssbm.ch](http://www.ssbm.ch)

# ABOUT US

We are a unique, innovative and international school of business and management, with highly experienced lecturers from some of the most prestigious universities around the world.

**We offer premium research, practice and relevant education.**

**The Swiss School of Business and Management Geneva is a research-based school with faculty from top universities and students from over 145 different countries.**

The foundation of our success lies in our commitment to nurturing an environment that fosters collaboration and inclusivity, where diversity thrives, creativity flourishes, and innovation becomes second nature. Our international student body is supported by renowned faculty members who will encourage you to acquire a high-level of soft and hard skills.



**Prof. Dr. Leif Erik Wollenweber**  
**President of SSBM Geneva**

A photograph of a graduation ceremony. A large group of graduates in black gowns and caps are seated in rows, looking towards the right. The setting is a modern, well-lit hall with large windows and a wooden ceiling. The graduates are diverse in age and ethnicity. The text '7200 alumni' is overlaid on a red rounded rectangle in the lower-left quadrant.

7200 alumni

A photograph of a graduation ceremony. A large group of graduates in black gowns and caps are seated in rows, looking towards the right. The setting is a modern, well-lit hall with large windows and a wooden ceiling. The graduates are diverse in age and ethnicity. The text '145+ countries' is overlaid on a red rounded rectangle in the lower-right quadrant.

145+ countries

A photograph of a graduation ceremony. A large group of graduates in black gowns and caps are seated in rows, looking towards the right. The setting is a modern, well-lit hall with large windows and a wooden ceiling. The graduates are diverse in age and ethnicity. The text '170+ faculty' is overlaid on a red rounded rectangle in the lower-left quadrant.

170+ faculty

A photograph of a graduation ceremony. A large group of graduates in black gowns and caps are seated in rows, looking towards the right. The setting is a modern, well-lit hall with large windows and a wooden ceiling. The graduates are diverse in age and ethnicity. The text '5 QS Stars' is overlaid on a red rounded rectangle in the lower-right quadrant.

5 QS Stars

## OUR MISSION

- SSBM Geneva's mission is to provide **educational excellence** and expertise in business education through innovative and **cutting-edge technology** and **high-quality learning experience** supported by relevant research.
- SSBM Geneva encourages **diversity and global connectivity** between students, faculty and business partners.

## OUR CORE VALUES

- **Excellence:** Striving for greatness is in our DNA.
- **Diversity:** Embracing unique perspectives fuels our growth.
- **Connectivity:** Building bridges that foster collaboration and synergy.
- **Innovation:** Pushing boundaries to create new opportunities.
- **Expertise:** A commitment to continuous learning and development.

# Our Programs

With our unique programs you will strengthen your strategic vision, efficiency and leadership to manage today's organizations. We aim at providing a superior learning experience that will have a direct impact on your professional development.

## **We are unique**

### **Programs designed with industry partners**

The single most differentiating feature of SSBM Geneva is that our programs were designed in partnership with over **30 international companies**. This enables us to offer top executive educational courses on a wide range of managerial and financial topics by delivering top Swiss Quality Education.

## **Leadership and Professional Development**

### **Programs designed with industry partners**

Our objective is to provide a superior learning experience that will have a direct impact on your professional development. With our unique programs, you will strengthen your strategic vision, efficiency and leadership skills to manage today's organization.



# SSBM Geneva in numbers



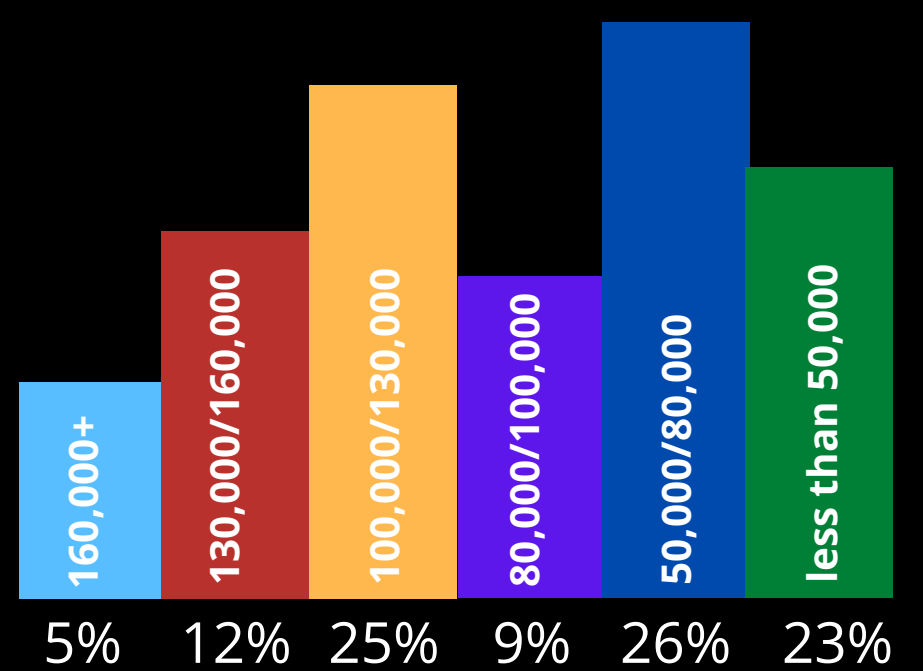
## WHERE DO OUR STUDENTS COME FROM?



## DIVERSITY AT SSBM GENEVA



## SALARY AFTER GRADUATION



## OUR FACULTY



**145+** STUDENTS FROM THAN 145 DIFFERENT COUNTRIES

**9** AVERAGE YEARS OF PROFESSIONAL EXPERIENCE

**33** AVERAGE AGE OF STUDENTS

**100%** INTERNATIONAL STUDENTS

**68%** MOVED TO A HIGHER POSITION/ ACCEPTED A NEW JOB WITHIN 1 YEAR AFTER GRADUATION

\*in Euros

# ISMAC: INTERNATIONAL BUSINESS SCHOOL

## About ISMAC

**ISMAC is a business school in the heart of Paris.** ISMAC's main objective is to help students realize their educational and professional projects, to train today for the world of tomorrow, and in particular to acquire the keys and skills to work abroad, integrating new issues and new technologies.

**ISMAC** is registered with the Rectorate of Paris, certified QUALIOPI, and referenced within France Compétence as a preparation center authorized for both RNCP titles, member of the European Federation of Schools.

ISMAC offers **Bachelor, MBA and DBA Programms.** ISMAC is an intercultural school that highlights interpersonal skills and know-how rather than the accumulation of knowledge.



ISMAC  
BUSINESS SCHOOL FRANCE-ASIE  
[www.ismac.fr](http://www.ismac.fr)

# Transform your career!

Welcome to your journey of  
transformation

Our MBA program focuses on four  
key areas that will **boost** your  
**career** and **ignite new knowledge**  
in today's fast changing world!



## INNOVATION & DISRUPTION

Innovation and disruption require more than simply keeping up. It's about setting future trends and continuously challenging the status-quo. During your education you will be challenged to expand your mindset, try out new concepts and break the traditional mold.



## LEADERSHIP

Keeping pace with an everchanging business environment requires a new kind of business leader. Throughout the program, you will participate in courses that will teach you skills to adapt swiftly, innovate boldly, and lead effectively in today's competitive landscape.



## MANAGEMENT

Explore diverse managerial styles and discover how to build a holistic and strategic view of your entire company. With these foundations you will gain tools and a set of skills that are needed for managerial success.



## TECHNOLOGY AND PEOPLE

Understand how technology and people can impact your organizational performance. What drives motivation and how technology can help to drive organizational strategy. Learn more about the future trends that reshape traditional business models.



# 3 OPTIONS:

## ONLINE

- **7 courses** delivered by SSBM Geneva
- **3 courses** delivered by ISMAC

## BLENDED

- **5 courses** delivered by SSBM online
- **5 courses** delivered by ISMAC (onsite in Paris)

## ONSITE

- **5 courses** delivered by SSBM onsite (Geneva or Zagreb) – student's option
- **5 courses** delivered by ISMAC (onsite in Paris)

# Online MBA: Dual Degree

## MBA Swiss–French

### PROGRAM OVERVIEW

Online MBA can be completed within **12 months**. We offer an innovative Online MBA program with a great deal of flexibility.

- You can learn at anytime from anywhere. You will experience the latest **state-of-the-art technology** for online learning.
- With flexible scheduling and **accessible learning materials**, you can tailor your educational journey to suit your needs.
- Program is delivered by the Swiss School of Business and Management Geneva in collaboration with ISMAC International Business School
- Program is organized in **10 courses**

---

Upon completion, you'll earn a Swiss French Dual Degree MBA, receiving **60 ECTS credits**.

You will earn two diplomas with the Dual Degree MBA:

**Diploma issued from SSBM Geneva, Switzerland**

**Diploma issued from ISMAC International Business School**

# Program Curriculum

ONLINE

**7 online courses delivered  
by SSBM Geneva**



**PROJECT MANAGEMENT**

**INNOVATION AND CHANGE  
MANAGEMENT**

**FINANCIAL MANAGEMENT**

**DATA ANALYTICS AND  
DECISION MAKING**

**ARTIFICIAL INTELLIGENCE  
IN HRM**

**INTRODUCTION TO AI**

**BUSINESS IT**

# Program Curriculum

ONLINE

**3 online live courses  
delivered by ISMAC**



**DIGITAL MARKETING &  
INTERCULTURAL  
MANAGEMENT**

**BUSINESS STRATEGY**

**BRANDING**

# Blended MBA: Dual Degree MBA Swiss–French



## PROGRAM OVERVIEW

MBA Program can be completed within **12 months**. Explore our dynamic Blended MBA program, designed to provide you with the ultimate learning experience by seamlessly combining online convenience with the richness of onsite interaction.\*

- This program is delivered **blended**. Online modules can be completed in your own time and at your own pace. Blended program consist of 5 courses onsite by ISMAC and 5 courses by SSBM Geneva online.
- Our interactive, supportive teaching model is designed for busy professionals and is delivered through our best-in-class learning management system.
- Program is delivered by the Swiss School of Business and Management Geneva in collaboration with ISMAC International Business School
- Program is organized in **10 courses**.

---

Upon completion, you'll earn a Swiss French Dual Degree MBA, receiving **60 ECTS credits**.

You will earn two diplomas with the Dual Degree MBA:

**Diploma issued from SSBM Geneva, Switzerland**

**Diploma issued from ISMAC International Business School**

\*On site classes with ISMAC or SSBM will only commence once there are at least 8 students

# Program Curriculum

**BLENDED**

**Online (5 courses delivered by  
SSBM Geneva)**



**PROJECT MANAGEMENT**

**INNOVATION AND CHANGE  
MANAGEMENT**

**FINANCIAL MANAGEMENT**

**DATA ANALYTICS AND  
DECISION MAKING**

**ARTIFICIAL INTELLIGENCE  
IN HRM**

# Program Curriculum

**BLENDED**

**Onsite in Paris (5 courses delivered by ISMAC)**



**DIGITAL MARKETING &  
INTERCULTURAL  
MANAGEMENT**

**NEGOTIATION IN EUROPE**

**DIGITAL MARKETING &  
INBOUND STRATEGY**

**BUSINESS STRATEGY**

**BRANDING**

# Onsite MBA: Dual Degree MBA Swiss–French



## PROGRAM OVERVIEW

MBA Program can be completed within **12 months**. Explore our dynamic Onsite MBA program, designed to provide you with the ultimate learning experience by enriching debates and in-person experiences with professors.\*

- This program is delivered **onsite**. Onsite program consist of 5 courses onsite by ISMAC and 5 courses onsite by SSBM Geneva.
- Our interactive, supportive teaching model is designed for busy professionals and is delivered through our best-in-class learning management system.
- Program is delivered by the Swiss School of Business and Management Geneva in collaboration with ISMAC International Business School
- Program is organized in **10 courses**.

---

Upon completion, you'll earn a Swiss French Dual Degree MBA, receiving **60 ECTS credits**.

You will earn two diplomas with the Dual Degree MBA:

**Diploma issued from SSBM Geneva, Switzerland**

**Diploma issued from ISMAC International Business School**

\*On site classes with ISMAC or SSBM will only commence once there are at least 8 students



# Program Curriculum

## ONSITE

**Onsite (5 courses delivered by SSBM Geneva)**



**PROJECT MANAGEMENT**

**INNOVATION AND CHANGE  
MANAGEMENT**

**FINANCIAL MANAGEMENT**

**DATA ANALYTICS AND  
DECISION MAKING**

**ARTIFICIAL INTELLIGENCE  
IN HRM**

# Program Curriculum

**ONSITE**

**Onsite in Paris (5 courses delivered by ISMAC)**



**DIGITAL MARKETING &  
INTERCULTURAL  
MANAGEMENT**

**NEGOTIATION IN EUROPE**

**DIGITAL MARKETING &  
INBOUND STRATEGY**

**BUSINESS STRATEGY**

**BRANDING**

# Program Highlights

## → MBA Program

For the online learning system, we are using the platform that is used by **Harvard** and **MIT**.

Embark on a transformative journey with our program, designed to cultivate a holistic understanding of key facets in **international business** while honing essential **leadership skills**.

Through a dynamic blend of courses, you'll develop an integrated perspective, **enhancing your career prospects**, employability, and expanding your professional network.

## → Overview

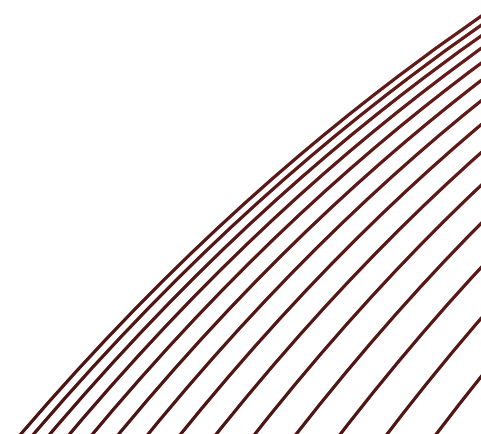
The practical **relevance** and **applicability** of the curriculum are the **focal points** of this program.

The MBA Program covers a **broad spectrum of relevant management topics**, such as financial management, project management, digital marketing management, decision making and business strategy.

Our interactive, supportive teaching model is designed for busy professionals and is delivered through our best-in-class learning management system.

---

## → Tuition fees

- a) **Online** – 12.000 EUR
  - b) **Blended** – 14.000 EUR
  - c) **Onsite** – 16.000 EUR
- 
- A decorative graphic in the bottom right corner consisting of several thin, parallel lines that curve upwards and to the right.

# ACCREDITATIONS

## → SSBM Geneva

- SSBM Geneva is **ACBSP accredited** for its Master/MBA/DBA programs. ACBSP (Accreditation Council for Business Schools and Programs) is a leading specialized accreditation body for business education. **ACBSP is recognised by the CHEA** – Council for Higher Education Accreditation.
- Swiss quality label for further education institutions (**EduQua**). EduQua is the first Swiss quality label geared towards providers of adult learning programmes.

## → ISMAC

- Accreditations and quality certification other than those of the **FEDERATION for European Education:**
- **Qualiopi** is a quality certification brand for training and skills development service providers.
- Referenced within France Compétences.

# WHY US?

---

SSBM Geneva is a global educational institution focused on your professional and personal development with the objective to make an impact on the world.

**Our educational experience is built on the cornerstones of diversity and multiculturalism, and our talent comes from all over the world.**

**69**

Ranked 69th by  
CEOWorld  
Magazine: "Best  
Business Schools In  
The World For 2023"

**5**

5 QS Stars for  
online learning

**10**

among 10 Great  
European  
Universities For  
Online Study by  
PostGrad.com

**+90%**

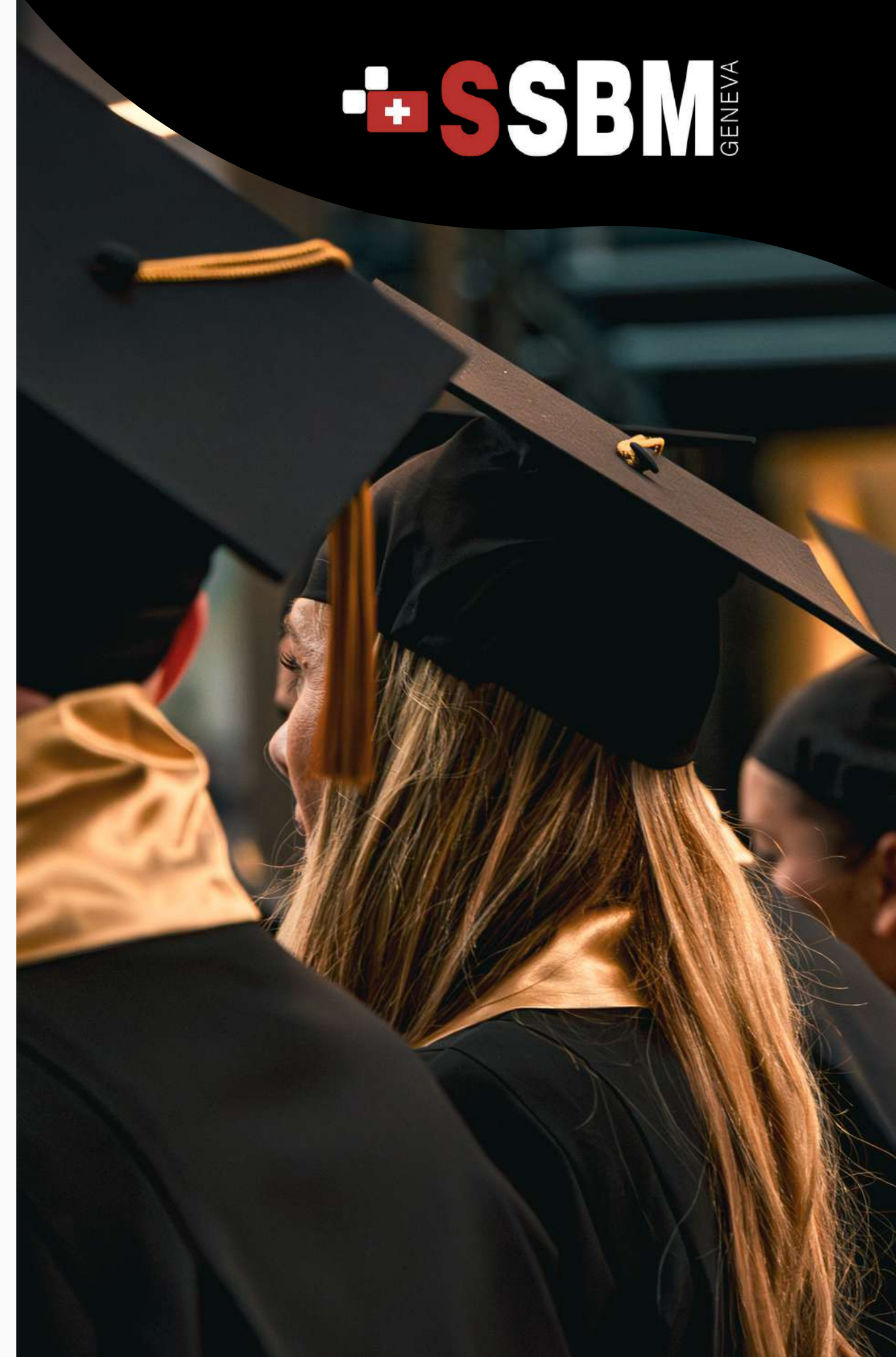
90% of students  
find jobs within 3  
months of  
graduating

**145+**

Nationalities. We have a  
network of partnerships  
with prestigious  
international institutions.

**7,200**

alumni



# SUPERIOR LEARNING EXPERIENCE

---

We aim at providing a superior learning experience that will have a direct impact on your professional development.

With our unique programs you will strengthen your strategic vision, efficiency and leadership to manage today's organizations.

## Our Value Propositions

---

- ✓ Our programs were designed in partnership with over 30 international companies!
- ✓ Our faculty is world renowned and on average the majority of them have worked for over 15 years in various international companies
- ✓ We use the world class learning management system used by Harvard and MIT
- ✓ We offer high value for the price you will pay
- ✓ We guarantee Swiss Quality Education
- ✓ We will help you to stay competitive in today's fast-changing world!
- ✓ We promise to help you gain new knowledge and skills that can advance your career
- ✓ We promise you to utilize the latest techniques and technologies, to deliver premium educational content
- ✓ Our students are coming from 145+ different countries!
- ✓ We guarantee 100 % reimbursement up to 30 days after signing the contract.



# A PASSION FOR LEARNING BEGINS WITH A SPARK



## Best learning experience!

We believe that the best learning experience comes from top-notch motivational lecturers, who are able to spark a passion for learning. SSBM's **international faculty** strongly believes in inspiring and delivering top knowledge to our students in a new and innovative way.

**SSBM Geneva is a research-based business and management school** with faculty from top universities around the world. At SSBM we believe that the quality of an educational program is driven by the lecturer's knowledge and experience acquired through lifelong learning.

Our lecturers come from some of the most prestigious universities around the world.

## Our Faculty

We believe that knowledge comes from a mix of talented and highly skilled professors who gained important experience in an industry context. That is why **we have partnered with a number of different industry leaders to design our educational programs** to fit the needs of the job market and the business environment.

# THE ENCHANTING CITY OF PARIS



**ISM**AC  
International Business School

# THE VIBRANT CITY OF GENEVA



 **SSBM**  
GENEVA



# THE VIBRANT CITY OF GENEVA

---

SSBM Geneva sits right at the heart of business in the vibrant city of Geneva, Switzerland. Situated along the banks of Lake Geneva at the foot of the Alps, **Geneva sparkles as one of Europe's most beautiful cities.** Geneva is a global city, a financial center, and a worldwide center for diplomacy due to the presence of numerous international organizations, including the headquarters of many companies and international agencies.

**Geneva is home to the European headquarters of the United Nations,** in the Palace of Nations building, which used to be the headquarters of the former League of Nations. Several agencies are headquartered in Geneva, including the United Nations High Commissioner for Refugees, the UN Office of the High Commissioner for Human Rights, the World Health Organization, the International Labour Organization, International Telecommunication Union, the International Baccalaureate Organization and the World Intellectual Property Organization.

**SSBM Geneva is proud to be located in the vibrant city of Geneva!**



# CONTACT US

Swiss School of Business and  
Management Geneva  
SSBM Geneva

## Address

Geneva Business Center  
Avenue des Morgines 12  
1213 Genève  
Switzerland

## Telephone

phone: +41 (0)22 508 7796

## Inquiries

[contact@ssbm.ch](mailto:contact@ssbm.ch)

## WEB

[www.ssbm.ch](http://www.ssbm.ch)

