



GENEVATECH Business School

PROSPECTUS 2026–2027

Geneva, Switzerland – A Global Hub for Business, Innovation and Technology

Located in the heart of one of the world's most influential and affluent cities, GenevaTech Business School offers an unparalleled environment for learning. Surrounded by the United Nations, the World Trade Organization, and the world's leading financial institutions, you are positioned at the intersection of global policy, finance, and technological innovation.

Welcome to GenevaTech Business School

The digital economy is rewriting the rules of business, governance, and society. The leaders of tomorrow require more than just traditional business acumen; they need a deep understanding of technology, an ethical compass, and a global perspective.

GenevaTech Business School (GTBS) is a forward-looking Swiss business school dedicated to developing ethical, innovative, and globally competent leaders for the digital economy. At GTBS, we have designed our programs to meet this exact challenge. We deliver Swiss-quality, industry-driven education that is accessible globally. Our curriculum is built on the foundation of the **European Credit Transfer and Accumulation System (ECTS)**, ensuring our qualifications are recognized and respected worldwide.

Located in Geneva—one of the world's foremost centers of diplomacy, finance, innovation, and international cooperation—GTBS combines Swiss academic excellence with industry-driven education to prepare professionals for leadership in an increasingly interconnected and technology-enabled world.

Whether you are looking to scale a corporation, transform a public institution, or launch a social enterprise, GTBS provides the knowledge and network to make it happen.

Our Vision

To be Europe's leading hub for technology-enabled business education.

Our Mission

To deliver future-focused, accessible business and technology education for the digital economy.

Our Values

- **Innovation:** We embrace technology and encourage disruptive thinking.
- **Integrity:** We foster ethical leadership and responsible governance.
- **Excellence:** We uphold Swiss academic standards in everything we do.
- **Global Citizenship:** We prepare leaders to solve complex international challenges.

At GenevaTech Business School, our core values shape the foundation of our educational philosophy and guide every aspect of our community.

ACADEMIC FRAMEWORK

European Credit Transfer and Accumulation System (ECTS)

GTBS aligns its academic framework with the ECTS, the internationally recognized credit framework used throughout the European Higher Education Area (EHEA). This alignment ensures academic transparency, supports lifelong learning, and enhances the international comparability of your qualifications. By adopting ECTS, GTBS facilitates student mobility and makes it easier for graduates to pursue opportunities across Europe and beyond.

Credit Breakdown:

- **1 ECTS** $\approx$ 25–30 hours of total student learning.
- **60 ECTS** $\approx$ 1,500–1,800 hours of learning (classroom, study, projects, and assessment).

PROFESSIONAL MBA PROGRAMS

Lead with Purpose. Transform Industries. Create Global Impact.

The **Professional MBA Program** is the flagship postgraduate offering of GenevaTech Business School. Designed for experienced professionals, these programs combine strategic business education with industry-specific specialization.

Program Structure (60 ECTS)

Component	ECTS
Common Core	30
Specialization	12
Applied Capstone Project	18
Total	60 ECTS

COMMON CORE

The **Professional MBA Programs** develop leadership capabilities in strategy, finance, innovation, artificial intelligence, business analytics, marketing, governance, sustainability, organizational behavior, and applied research. Participants pursue a specialization aligned with their professional aspirations, complete a rigorous **Recognition of Prior Professional Learning (RPL)** assessment, and undertake an Applied Capstone Project addressing a real organizational challenge.

All Professional MBA participants complete a common management curriculum of the following **10 courses, carrying 03 ECTS each**:

- Strategic Leadership
- Corporate Governance
- AI for Public and Social Impact
- Digital Transformation
- Project Management

- Innovation and Entrepreneurship
- Financial Management
- Innovation & Design Thinking
- Global Business Ethics
- Research Methodology

SPECIALIZATIONS

Choose Your Path. GTBS offers an extensive portfolio of specializations to match your career ambitions:

- AI and Informatics
- Business Transformation
- Climate Change Informatics
- Corporate Leadership
- Development Economics
- Digital Finance
- Digital Media and Marketing
- Disaster management and Humanitarian Leadership
- Education Leadership
- Education Planning and Management
- Education Technology
- ESG and Sustainability
- Gender and Youth Leadership
- Healthcare Informatics
- Healthcare Management
- Human Resource Management
- International Development
- International Trade Dynamics
- Management of Technology
- NGO Leadership and Social Impact
- Operations Management

- Project Management
- Public Finance
- Public Policy and Governance
- Supply Chain Management
- Technology Innovation

LEARNING MODEL

Theory Meets Practice – GTBS adopts an Applied Learning Model, integrating academic excellence with practical application.

- Interactive Online Classes: Engage with faculty and peers in real-time.
- Faculty-Led Discussions: Dive deep into complex topics.
- Industry Case Studies: Solve real-world problems.
- AI-Assisted Learning: Leverage the power of AI to enhance your studies.
- Applied Projects: Create tangible value for your organization.
- Executive Mentoring: Learn from seasoned leaders.
- Applied Capstone Thesis: Address a real organizational challenge.

RECOGNITION OF PRIOR PROFESSIONAL LEARNING

Your experience matters. Professionals with relevant leadership and industry experience may earn **corresponding number of ECTS** through a structured assessment of their professional achievements, workplace competencies, and leadership portfolio.

APPLIED CAPSTONE THESIS

Complete a **18 ECTS capstone thesis** addressing a real challenge in your chosen specialization. Projects may take the form of applied research, consultancy assignments, innovation strategies, or policy analyses, enabling you to deliver measurable value to your organization.

CAREER OUTCOMES

Your Future Starts Here – GTBS graduates are prepared for leadership positions in:

- Corporate Sector
- Financial Institutions
- Government Ministries
- International Organizations
- Universities
- Healthcare Institutions
- NGOs and Development Agencies
- Technology Companies
- Consulting Firms
- Entrepreneurial Ventures

Doctoral Programs

GenevaTech Business School offers advanced doctoral education for experienced professionals, senior executives, researchers, and academic leaders who aspire to make a significant contribution to business, public policy, technology, education, healthcare, and sustainable development. Designed in accordance with international research standards and the principles of the European Higher Education Area, GTBS doctoral Programs foster intellectual curiosity, critical inquiry, and evidence-based innovation to address complex global challenges.

Through rigorous supervision, interdisciplinary research, and international collaboration, doctoral candidates develop the expertise to generate new knowledge, influence policy, improve professional practice, and lead organizational transformation across diverse sectors. GTBS offers two distinct doctoral pathways to meet the needs of both practitioners and academic researchers.

Doctor of Business Administration (DBA)

The DBA is an advanced professional doctorate designed for senior executives and experienced professionals seeking to apply research to real-world organizational challenges. The program emphasizes strategic leadership, innovation, digital transformation, evidence-based management, and organizational impact through applied research. It prepares the participants for tech-enabled leadership role across industries on a global scale.

Doctor of Philosophy (PhD)

The PhD is a research-intensive doctorate intended for individuals pursuing careers in academia, research, public policy, or advanced professional practice. Candidates undertake original scholarly research that contributes new knowledge to their chosen discipline and addresses contemporary societal, technological, or business challenges.

A simple comparison table can then help prospective candidates identify the route that best aligns with their career goals.

Feature	DBA	PhD
Primary Focus	Applied research to solve organizational and industry challenges	Original scholarly research contributing to theory and knowledge
Typical Candidates	Senior executives, consultants, entrepreneurs, public-sector leaders	Academics, researchers, policy analysts, and aspiring faculty
Research Orientation	Practice-based and impact-focused	Theory-driven and research-intensive
Career Outcomes	Executive leadership, consulting, organizational transformation	Academia, research, policy, and advanced professional practice

Research Areas

GTBS encourages interdisciplinary research across a broad range of fields, including:

- Business & Management
- Artificial Intelligence & Digital Transformation
- Finance & Financial Technology
- Leadership & Organizational Development
- Public Policy & Governance
- International Trade & Development
- Education Leadership & Educational Technology
- Healthcare Management & Health Informatics

- ESG & Sustainability
- Disaster Risk Management & Humanitarian Leadership
- Social Innovation & NGO Leadership
- Technology Innovation & Entrepreneurship
- Climate Change Studies

Research Excellence

Doctoral candidates are supported by experienced supervisors and research mentors throughout their academic journey. The Programs emphasize:

- Original and impactful research
- Interdisciplinary collaboration
- Responsible use of Artificial Intelligence in research
- Advanced quantitative and qualitative research methods
- Academic writing and scholarly publishing
- International conference participation
- Ethical research practices
- Evidence-based decision-making

Flexible Learning

Recognizing the needs of working professionals, GTBS offers flexible doctoral pathways through a combination of:

- Online doctoral seminars
- Hybrid research workshops
- Individual supervision
- Virtual research colloquia
- Independent research
- International research collaboration

This flexible approach enables candidates to pursue doctoral studies while maintaining their professional commitments.

Research Supervision

Each doctoral candidate is assigned an experienced academic supervisor who provides guidance throughout the research process, from proposal development and methodology design to dissertation completion and viva voce examination. Where appropriate, co-supervisors and international subject specialists may also contribute to the supervision process, ensuring multidisciplinary perspectives and high academic standards.

Professional Development

Beyond research, GTBS doctoral Programs foster the development of advanced professional competencies, including:

- Strategic leadership
- Critical and analytical thinking
- Research design and methodology
- Academic and professional writing
- Innovation and problem-solving
- Policy analysis
- Organizational transformation
- Ethical leadership
- Global communication and collaboration

ADMISSIONS

Join the Next Generation of Leaders. Typical Entry Requirements:

- Bachelor's degree or equivalent qualification
- Relevant professional experience (recommended)
- English language proficiency
- Completed application and supporting documents

INTAKES

We offer rolling admissions in MBA and DBA programs to accommodate working professionals.

WHY CHOOSE GTBS?

At GTBS, education extends beyond the classroom. Our programs are designed to equip professionals with the knowledge, leadership capabilities, and practical skills needed to thrive in today's rapidly evolving global economy.

WHAT MAKES GTBS DIFFERENT?

- Swiss-quality education with an international outlook
- ECTS-aligned qualifications for global recognition
- Artificial Intelligence integrated across all programs
- Flexible online and hybrid learning to fit your schedule
- Industry-focused, practice-oriented curriculum
- Recognition of Professional Learning (RPL) for experienced professionals
- Stackable lifelong learning pathways
- International faculty and global partnerships
- Applied learning through real-world projects
- Leadership development for the digital economy
- Interdisciplinary and applied research opportunities
- Global academic and professional networks
- Research with real-world impact

CONTACT

GenevaTech Business School (GTBS)

1290, Versoix, Geneva, Switzerland



Website: www.gtbs.ch



Email: admissions@gtbs.ch

GenevaTech Business School

Built for the Digital Economy. Designed for Global Leaders.