



INSTITUTIONAL PROSPECTUS

2026 – 2027

GENEVATECH BUSINESS SCHOOL

Swiss Quality | Global Perspective | Future-Ready Education

GENEVA, SWITZERLAND

www.gtbs.ch

Welcome to GenevaTech Business School

Located on the lakeshore of one of the world's most influential and affluent cities, GenevaTech Business School offers an unparalleled environment for learning. In the immediate neighborhood of 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.

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 green and serene Versoix on Geneva lakeshore — 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.

Excellence

We uphold Swiss academic standards in everything we do.

Integrity

We foster ethical leadership and responsible governance.

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

GTBS aligns its academic framework with the European Credit Transfer and Accumulation System (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

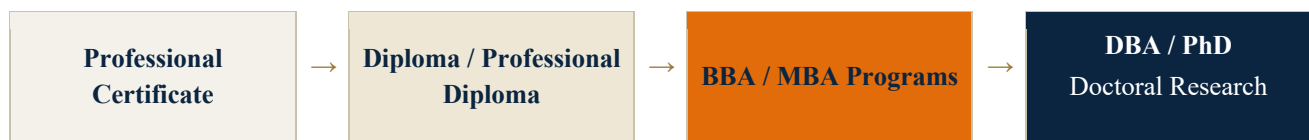
- 1 ECTS $\approx$ 25–30 hours of total student learning.
- 60 ECTS $\approx$ 1,500–1,800 hours of learning (classroom, study, projects, and assessment).

The GenevaTech Professional Qualifications Framework

The Professional Qualifications Framework (PQF) of GenevaTech Business School is based on the ECTS framework. It spells out the institutional qualifications architecture spanning technology, business, education, AI, finance, cybersecurity, and entrepreneurship.

ECTS credits facilitate academic transparency, support lifelong learning, and make it easier for learners to demonstrate the volume and level of their studies when pursuing further education or professional development. While recognition of qualifications is always subject to the policies of individual institutions, employers, and national regulatory authorities, the use of the ECTS framework enhances the international comparability and portability of academic achievements.

Stackable Qualification Pathway



↑ Recognition of Prior Professional Learning (RPL) allows qualified professionals to enter at an advanced stage.

Qualifications at a Glance

Qualification	ECTS / Duration
Professional Certificate	1 – 3 ECTS
Diploma	12 ECTS
Professional Diploma	18 ECTS
Advanced Diploma	30 ECTS
BBA Program	180 ECTS (3 years)
Executive MBA	60 ECTS (1 year)
MBA	90 ECTS (2 years)
DBA Program	No overall ECTS (2–3 years)
PhD Program	No overall ECTS (3–4 years)

BBA Program

Build Foundation | Lead the Future

The Bachelor of Business Administration (BBA) at GenevaTech Business School (GTBS) is a 180 ECTS, 3-year undergraduate program designed to prepare future business leaders, entrepreneurs, and innovators for success in the digital economy. Combining business fundamentals with emerging technologies, Artificial Intelligence, entrepreneurship, and sustainability, the program equips students with the knowledge, practical skills, and global perspective required to thrive in an increasingly interconnected world. Through experiential learning, industry projects, internships, and international exposure, students develop the competencies to lead organizations, create new ventures, and drive responsible innovation.

BBA Specializations

Available specializations combine academic rigor with practical application, integrating emerging technologies, Artificial Intelligence, data-driven decision-making, sustainability, and global business perspectives:

- AI and Business Transformation
- Business Analytics and Data Science
- Entrepreneurship and Start-up Management
- International Trade and Commerce
- Digital Finance
- Digital Business and Innovation
- Sustainable Business and ESG Leadership
- Media and Digital Communication

Graduate Career Pathways

GTBS BBA graduates are prepared for careers in:

- Business Management
- Financial Services
- Data Analytics
- Marketing and Communications
- Government and Public Sector
- Digital Transformation
- FinTech
- Entrepreneurship and Start-ups
- Business Consulting
- International Organizations

Progression Opportunities

The GTBS BBA provides a direct pathway to postgraduate study through the MBA Program and the Doctor of Business Administration (DBA), enabling graduates to continue developing advanced leadership, specialization, and applied research capabilities.

Competitive Advantage

- Future-focused curriculum integrating AI, data, digital business, and sustainability.
- Swiss academic quality aligned with EHEA and the Bologna Process.
- Experiential learning through internships, consultancy projects, and industry engagement.
- Entrepreneurial mindset supported by innovation and venture development.

- Global relevance, preparing graduates for careers in multinational companies, start-ups, public institutions, and international organizations.
- Stackable progression, allowing seamless advancement to executive and doctoral qualifications within the GTBS Professional Qualification Framework.

MBA Program

Lead with Purpose | Transform Industries | Create Global Impact

Our 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. We offer a 12-month Executive MBA, which can always be upgraded to 18–24-month Regular MBA by simply adding an applied research thesis or standardized academic teaching practice of 30 ECTS.

Program Structure — Common Core

All MBA participants complete a common management curriculum of the following 10 courses, carrying 3 ECTS each (30 ECTS total):

- Strategic Leadership
- AI for Public and Social Impact
- Project Management
- Financial Management
- Global Business Ethics
- Corporate Governance
- Digital Transformation
- Innovation and Entrepreneurship
- Innovation & Design Thinking
- Research Methodology

MBA Structure by Track

Component	Executive MBA (ECTS)	MBA (ECTS)
Common Core	30	30
Specialization	10	10
Applied Capstone Project	10	10
Applied Research Thesis / Teaching Practice	—	30
Presentation and Defense	10	10
Total	60	90

MBA Specializations

The MBA Program offers a diverse portfolio of industry-focused specializations (10 ECTS) designed to transform experienced professionals into visionary leaders within their respective sectors. Options cover AI for Business Leadership, International Trade & WTO Studies, International Governance,

Business Analytics, Data Science, Technology Innovation, as well as Digital Transformation, Management of Technology, ESG & Sustainability, ESG & Impact Investing, Healthcare Informatics, Education Leadership, Disaster Management, NGO Leadership, Sustainable Finance, Digital Finance, EdTech & Learning Innovation, Public Policy & Governance, and Supply Chain Management.

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 Capstone Projects: create tangible value for your organization.
- Executive Mentoring: learn from seasoned leaders.
- Applied Research Thesis: address a real challenge through focused research work.

Recognition of Prior Professional Learning

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

Career Outcomes

GTBS graduates are prepared for leadership positions in:

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

Doctoral Program

Inspiring Innovation | Shaping Global Leadership

GenevaTech Business School offers professional 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.

Two Doctoral Pathways

	Doctor of Business Administration (DBA)	Doctor of Philosophy (PhD)
Focus	Applied research for real-world organizational challenges	Original scholarly contribution to a discipline
Best suited for	Senior executives and experienced professionals	Academics, researchers, and policy specialists
Emphasis	Strategic leadership, innovation, digital transformation, evidence-based management	Original research addressing societal, technological, or business challenges

Research Areas

GTBS promotes interdisciplinary research across Business & Management, Artificial Intelligence, and Digital Transformation, extending to the corporate sector, financial institutions, government ministries, international organizations, universities, healthcare institutions, NGOs and development agencies, technology companies, consulting firms, entrepreneurial ventures, and sales and marketing companies.

Flexible Learning & Supervision

Recognizing the needs of working professionals, GTBS offers flexible doctoral pathways through a combination of online doctoral seminars, hybrid research workshops, and international research collaborations, enabling candidates to balance academic pursuits with professional commitments.

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 also contribute to the supervision process.

Fee Structure

Affordable Excellence | Global Opportunities

GenevaTech Business School is committed to delivering Swiss-quality education at globally accessible tuition. Our fee structure has been carefully designed to balance academic excellence with affordability, enabling students and professionals from diverse backgrounds to access internationally recognized qualifications without compromising on quality. Supported by flexible payment plans, scholarships, and Recognition of Prior Professional Learning (RPL), GTBS empowers learners to invest confidently in their future.

Tuition Fee by Program

Program	Duration	Annual Fee	Total Fee
Bachelor of Business Administration (BBA)	3 years (180 ECTS)	CHF 6,000	CHF 18,000
Executive MBA	1 year (60 ECTS)	CHF 9,000	CHF 9,000
MBA	2 years (90 ECTS)	CHF 6,000	CHF 12,000
Doctor of Business Administration (DBA)	3 years	CHF 6,000	CHF 18,000

Flexible Payment Plans

Tuition may be paid annually, by semester, or monthly. The annual payment option is CHF 6,000, while the semester payment is CHF 3,000. The semester fee for the Executive MBA is 50% higher than that of regular MBA program.

Merit Scholarships

Scholarship	On Campus	Online
President's Scholarship	50%	25%
Academic Excellence Scholarship	30%	15%
Women in Leadership Scholarship	30%	15%
Developing Country Scholarship	30%	15%
Alumni Scholarship	10%	10%

Total scholarship is capped at 60% for on-campus participants and 30% for online participants.

Fee Components

Fee Component	Amount
Admission Fee (one-time)	CHF 300, non-refundable
Tuition Fee	CHF 3,000 per semester
Graduation Fee	CHF 400 upon completion
Transcript (additional copies)	CHF 50 upon request
Student ID & Digital Services	Included

Note: the fee structure does not include expenses related to boarding, lodging, meals, or other associated costs. GTBS is pleased to assist students in securing housing or hostel accommodations and related arrangements upon request.

Institutional Incentives

- Government-sponsored candidates: 10%
- Corporate enrollment (10 or more): 15%
- GTBS alumni (for next qualification): 20%
- Full tuition paid before commencement: 5%
- Corporate enrollment (5–9 participants): 10%
- NGO and international organization staff: 15%
- Early-bird enrollment: 10% tuition discount
- Referral of a successful applicant: CHF 500

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

GTBS offers rolling admissions for the 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
- ✓ AI integrated across all programs
- ✓ Industry-focused and practice-oriented
- ✓ Research with real-world impact
- ✓ Stackable lifelong learning pathways
- ✓ Applied learning through real-world projects
- ✓ Interdisciplinary and applied research
- ✓ ECTS-aligned qualifications for global recognition
- ✓ Flexible online and hybrid learning
- ✓ Recognition of Prior Professional Learning (RPL) for experienced professionals
- ✓ International faculty and global partnerships
- ✓ Leadership development for the digital economy
- ✓ Global academic and professional networks



Join a Global Community of Leaders

At GenevaTech Business School, education extends beyond earning a qualification. It is a transformative journey that empowers professionals to lead organizations, influence policy, foster innovation, and create sustainable impact in an increasingly interconnected world.

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