



MBA Program

Master of Business Administration

FinTech · EdTech · Business · Leadership · ESG · International Organizations

1. Executive Summary

GenevaTech Business School offers Master of Business Administration (MBA) program designed for Swiss professionals and international candidates. The program is structured around six integrated specialization tracks:

Track	Focus
FinTech	Financial technology, digital banking, blockchain, AI in finance
EdTech	Educational technology management, digital learning strategy, EdTech leadership
Business	Advanced management, strategy, operations, marketing
Leadership	Executive leadership, change management, organizational development
ESG	Environmental, social, governance, sustainable finance, impact investing
International Organizations	Multilateral governance, diplomacy, development finance, NGO management

The program carries 90 ECTS credits at EQF Level 7 (Master's level), fully compliant with the European Qualifications Framework, the Qualifications Framework for the European Higher Education Area (QF-EHEA), the Swiss Higher Education Qualifications Framework (nqf.ch-HS), and UK RQF Level 7 comparability. The MBA is delivered entirely online, designed for working professionals and international learners.

Upon completion, graduates will receive a Master of Business Administration (MBA) from GenevaTech Business School, with a named specialization. The program is designed to meet the eligibility criteria for accreditation by leading business education bodies, including AMBA, EFMD (EQUIS), and AACSB — the “triple crown” of business school accreditation.

2. Strategic Context and Rationale

2.1 Swiss and European Higher Education Context

The Swiss higher education sector operates within a three-cycle system (Bachelor – Master – Doctorate) described in the Swiss Qualifications Framework for Higher Education (nqf.ch-HS). This framework is compatible with the Qualifications Framework for the European Higher Education Area (QF-EHEA), ensuring Swiss qualifications are internationally comparable. The MBA sits within the second cycle of the QF-EHEA, alongside Master's degrees.

2.2 The Market Opportunity

Driver	Opportunity
Digital transformation of business	Demand for leaders who understand both business strategy and emerging technologies
FinTech expansion	Switzerland is a global financial center; demand for FinTech-literate leaders is growing
EdTech growth	The digital education market is expanding rapidly; EdTech leaders need business skills
ESG and sustainability	Regulatory and stakeholder pressure driving demand for ESG-competent managers
International organizations	Geneva hosts numerous international organizations; demand for multilateral management skills
Flexible learning demand	Working professionals require online, part-time study options
International student mobility	ECTS-articulated qualifications attract international candidates

3. Program Architecture

3.1 Overview

Parameter	Specification
Qualification	Master of Business Administration (MBA)
Duration	12–18 months (full-time) / 24–36 months (part-time)
Credits	90 ECTS / 180 UK credits
Level	EQF Level 7 / RQF Level 7
Mode	100% Online
Language	English
Intakes	January, April, October (rolling admission possible)

3.2 Credit Distribution

Component	ECTS	Modules	Module Size
Core Business Modules	36	6	6 ECTS each
Specialization Track Modules	30	5	6 ECTS each
Capstone Dissertation/Project	24	1	24 ECTS
Total	90	12	

All taught modules are 6 ECTS, fully compliant with standard Master's-level practice. The Capstone is a 24 ECTS module, reflecting substantial independent research at Level 7.

3.3 Program Structure

Term 1 – Foundations (36 ECTS)

Six core modules × 6 ECTS each:

Module	ECTS
Strategic Management in a Global Context	6
Managerial Economics and Financial Management	6
Marketing Management and Digital Strategy	6
Organizational Behavior and Leadership	6
Business Analytics and Data-Driven Decision Making	6
Operations and Supply Chain Management	6

Term 2 – Specializations (30 ECTS)

Five specialization modules × 6 ECTS each, selected from the chosen track (see Section 5).

Term 3 – Capstone (24 ECTS)

A substantial independent Capstone Dissertation/Project in the student's chosen specialization.

Note: the MBA can be completed in three terms (full-time) or extended across six terms (part-time) to accommodate working professionals. The program structure ensures progressive specialization and culminates in a substantial Capstone project.

4. Core Modules

All core modules carry 6 ECTS.

#	Module	ECTS	Content
1	Strategic Management in a Global Context	6	Strategy formulation; competitive analysis; strategic change
2	Managerial Economics and Financial Management	6	Microeconomic principles; investment appraisal; capital budgeting
3	Marketing Management and Digital Strategy	6	Marketing strategy; consumer behavior; digital marketing channels

#	Module	ECTS	Content
4	Organizational Behavior and Leadership	6	Motivation; leadership; team dynamics; organizational culture
5	Business Analytics and Data-Driven Decision Making	6	Descriptive, predictive, and prescriptive analytics
6	Operations and Supply Chain Management	6	Operations processes; supply chain strategy; lean management

Total Core: 36 ECTS

5. Specialization Tracks

Each specialization track comprises five taught modules of 6 ECTS each (30 ECTS total), delivered in Term 2. The Capstone (24 ECTS) is assessed separately.

5.1 FinTech Track

#	Module	ECTS	Content
1	FinTech Ecosystems and Business Models	6	Evolution of financial technology; digital payments; open banking; ecosystem mapping
2	Digital Banking and Payments Innovation	6	Digital banking transformation; challenger banks; API banking; instant payments
3	Blockchain and Digital Assets	6	Distributed ledger technology; cryptocurrencies; smart contracts; DeFi
4	AI and Machine Learning in Finance	6	Algorithmic trading; credit scoring; fraud detection; robo-advisory
5	FinTech Regulation and Sustainable Finance	6	Regulatory technology; AML/KYC; ESG integration; green FinTech

Capstone (24 ECTS): Applied FinTech strategy project

5.2 EdTech Track

#	Module	ECTS	Content
1	EdTech Strategy and Business Models	6	EdTech market; business models; value propositions; competitive strategy
2	Digital Learning Design and Pedagogy	6	Learning theories; instructional design; digital assessment
3	EdTech Product Management	6	Product lifecycle; user research; agile development; roadmap planning
4	Learning Analytics and AI in Education	6	Data sources; dashboards; AI tools; personalization; ethics
5	EdTech Entrepreneurship and Innovation	6	Venture creation; funding; scaling; EdTech ecosystem

Capstone (24 ECTS): Applied EdTech strategy project

5.3 Business Track

#	Module	ECTS	Content
1	Advanced Strategic Management	6	Competitive analysis; strategy formulation; strategic change
2	Corporate Finance and Value Creation	6	Capital structure; investment appraisal; risk management
3	Strategic Marketing Management	6	Brand strategy; digital marketing; consumer behavior
4	International Business and Global Strategy	6	Global trade; cross-cultural management; market entry
5	Strategic Innovation and Digital Business	6	Innovation processes; digital business models; platform strategy

Capstone (24 ECTS): Applied strategic business project

5.4 Leadership Track

#	Module	ECTS	Content
1	Foundations of Executive Leadership	6	Leadership theories; styles; self-awareness; personal mission
2	Leading Organizational Change	6	Change models; managing resistance; cultural transformation
3	Strategic Leadership and Decision Making	6	Strategic thinking; decision frameworks; leading in uncertainty
4	Executive Communication and Influence	6	Communication strategies; persuasion; executive presence
5	Coaching, Talent Development and Global Leadership	6	Coaching models; mentoring; cross-cultural leadership

Capstone (24 ECTS): Applied leadership development project

5.5 ESG Track

#	Module	ECTS	Content
1	Foundations of ESG and Sustainable Business	6	ESG principles; sustainability frameworks; stakeholder theory
2	Sustainable Finance and Impact Investing	6	Green bonds; impact investing; ESG-aligned portfolios

#	Module	ECTS	Content
3	ESG Reporting and Disclosure	6	Sustainability reporting standards; ESG ratings; transparency
4	Climate Risk and Business Strategy	6	Climate science for business; physical and transition risks
5	Leading Sustainable Transformation	6	Change management for sustainability; culture; engagement

Capstone (24 ECTS): Applied ESG strategy project

5.6 International Organizations Track

#	Module	ECTS	Content
1	International Governance and Multilateral Institutions	6	UN system; WTO; regional institutions; governance mechanisms
2	Leadership in International Organizations	6	Leadership in multilateral contexts; diplomacy; stakeholder management
3	Diplomacy and International Negotiation	6	Negotiation theory; multilateral negotiation; diplomatic practice
4	Development Finance and Program Management	6	Development finance; aid architecture; program design; evaluation
5	Sustainable Development Goals and Business	6	SDGs; private sector engagement; partnerships for development

Capstone (24 ECTS): Applied international organization management project

6. Recognition of Prior Professional Learning (RPL)

6.1 Purpose and Rationale

GTBS recognizes that many professionals entering the MBA bring substantial, documented learning acquired through professional practice, industry certifications, employer training, and non-degree qualifications. The Recognition of Prior Professional Learning (RPL) framework enables such learners to convert validated prior learning into academic credit, reducing the duration and cost of the degree while maintaining rigorous academic standards.

6.2 RPL Principles

#	Principle	Description
1	Learning outcomes, not learning inputs	Credit is awarded for demonstrated achievement of defined learning outcomes
2	Rigor	RPL assessment is as demanding as assessment within the program
3	Transparency	Criteria, processes, and evidence requirements are published
4	Equity	RPL is available to all eligible candidates without discrimination
7	Currency	Prior learning must be current and relevant

#	Principle	Description
8	Authenticity	Evidence must be verifiable and attributable to the candidate
9	No double counting	Credit may not be awarded twice for the same learning

6.3 Scope and Capping

Parameter	Specification
Maximum RPL credit	30 ECTS
Proportion of program	33.3% of the 90 ECTS MBA
Minimum remaining study	60 ECTS must be completed at GTBS
Capstone	The Capstone (24 ECTS) cannot be awarded through RPL
Level 7 requirement	At least 42 ECTS at Level 7 must be completed at GTBS
Specialization requirement	At least 18 ECTS of the chosen specialization must be completed at GTBS

Note: this allocation is illustrative. RPL may be awarded against any taught module where learning outcomes are demonstrably met, subject to the 30 ECTS cap and the minimum GTBS study requirement of 60 ECTS. The specialization minimum of 18 ECTS at GTBS must also be satisfied.

6.4 RPL and the EdTech Qualification Ladder

EdTech Qualification	EQF Level	ECTS	Indicative RPL Credit Towards MBA
Professional Diploma in EdTech	5	18	Up to 18 ECTS (specialization/elective)
Advanced Diploma in EdTech	5 (adv.)	12	Up to 18 ECTS (specialization/elective)
Combined EdTech Diploma Series	5	30	Up to 30 ECTS (specialization/elective)

Note: indicative recognition is subject to the Equivalency Committee's determination, the RPL Panel's assessment, and the Academic Council's ratification. The 30-ECTS cap applies.

7. Regulatory Compliance

Framework / Body	90 ECTS MBA, 30 ECTS RPL Cap	Compliance Status
Swiss nqf.ch-HS	Master's = 90–120 ECTS	Fully compliant
EQF Level 7	90 ECTS at Level 7	Fully compliant
UK RQF Level 7	180 UK credits / 90 ECTS	Fully compliant
QF-EHEA	Second-cycle qualification (90 ECTS)	Fully compliant
EQUIS	90 ECTS, coherent module structure, 6 ECTS modules	Fully compliant
AACSB	90 ECTS; RPL 33.3% (at one-third norm)	Fully compliant