



# Why select the MBA Program at International University in Geneva?



# Student Profile



**Name:** Anne Christine Dölling

**Course title:** MBA

**Universities attended:** University of Geneva

**Degree obtained:** LLM

**Country of origin:** Switzerland

**Age:** 42 years

**Career history:** Anne Christine Dölling worked for ten years at a law-firm in Geneva before moving to Tetra Pak where, having changed position twice, she is now Director of Taxes and Structures.

**QUOTE:**

*"The thorough analysis of practical cases, and the international perspective into which all issues are drawn, have enabled me look at my own working environment through different eyes."*

**TESTIMONIAL:**

After I graduated from Geneva University, I practiced as a corporate and tax lawyer for a large Geneva-based law firm specialising in general business law. I worked as an advisor and, in that way, I was always operating from the sidelines. I wanted to be more involved in the actual business decision-making process.

**Into business**

So after more than ten years of private practice, I decided to move into the international business arena instead and joined Tetra Pak, a multinational company specialising in the packaging of liquid food. Working at Tetra Pak's headquarters in Pully, near Lausanne, I was initially appointed as a manager, but quickly moved on to the position of director of Legal and Taxes. Today I am Director of Taxes and Structures, responsible for taxation and legal structures and for managing tax costs.

A competitive and challenging international business environment draws on different qualities from those of a law firm and after some years at Tetra Pak I felt that I needed to develop my management knowledge. I wanted to move from a specialist position to a more general management position, and this required broadening my skills and experience. I had been trained to look at international corporate affairs from a legal and tax perspective. Important as these issues are, they are not the key factors for operations out in the field. Business managers need to think of issues such as marketing their products, customer satisfaction and human resources development. To gain the necessary knowledge of these areas I decided to enroll on an MBA course.

**Busy schedules**

I chose the International University in Geneva, not only because the location was convenient for me, but also because their course programming appeared to be flexible enough to fit into a busy schedule. The courses of their 15-month Executive MBA programme are taught on Saturdays, for nine hours a week. Together with preparation time, which has to be squeezed into a busy working week, it is a tight fit but extremely satisfactory. The flexibility of the university and its staff makes it work. The course structure and its tasks and targets are clear. Work is clustered into five trimesters with theory, thematic cases and examinations.

**Comprehensive teaching**

The comprehensive set of courses includes international financing and business; microeconomics; statistics; marketing; operations; human resource management; financial and managerial accounting; international finance; marketing research and business policy. Also topics such as organisational behaviour and communication and negotiation skills are covered. Groups are small, giving maximum opportunity for interaction with professors and the other teaching staff.

The excellent teaching staff on the IUG's Executive MBA programme are high-level professionals, many of them selected directly from the world of international business. In addition we have the benefit of sharing guest lecturers from top-level universities with students on the other programmes of the International University in Geneva. This makes for courses based on practical examples and a truly global perspective.

**Eye-opening**

Real cases are the core of the programme. In the past few months we have analysed examples as varied as the Microsoft monopoly issue and the World Trade Organisation's dispute over Brazilian Embraer subsidies. In fact, every time I open a newspaper I see links to my courses!

Even though I have not yet completed the programme, it has already proved to be worth the time and money invested. The thorough analysis of practical cases, and the international perspective into which all issues are drawn, have enabled me look at my own working environment through different eyes. Once received, the degree will be another miles stone in a career move which began five years ago and which I am very happy about.

# Student Profile



**Name:** James Asquith

**Course title:** MBA

**Universities attended:** University of York, UK; University of Huddersfield, UK

**Degree obtained:** BSc Physics; MEng Electronics

**Country of origin:** UK

**Age:** 27 years

**Career history:** Worked four years at Caterpillar in Peterborough – first two years in a graduate training program and later in Control Systems Engineering as a lead engineer. Returned to Caterpillar (Geneva) after his MBA as a market manager.

**QUOTE:**

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

**TESTIMONIAL:**

**The right environment**

When I received my Electronic Engineering degree from Huddersfield University in 1998, I embarked on what I thought would become a technical career in British Engineering at Caterpillar in Peterborough. Today, five years later, I am ready to return to Caterpillar – in a different country, after a detour through the MBA programme of the International University in Geneva, and in a position that could hardly be more different from the one I originally set out to pursue.

It was when I entered the graduate training programme at Caterpillar that I began to discover skills and interests I hadn't really expected to find in myself. From quite early on, I noticed an instinctive pull towards the business side of the whole enterprise. I enjoyed working with people more than I had thought and discovered my ability to communicate in different directions: with the management, the sales people and the engineers.

My supervisors didn't fail to notice this. They were very supportive from the onset and encouraged me to take on more management responsibilities. Before long, however, I felt I had hit the ceiling of what intuition and natural communication skills could do for me. I felt that, if I wanted to continue moving towards the business part of the company, I needed more knowledge and the most obvious way of acquiring it was to take an MBA.

At Caterpillar, the company tradition was to send graduates who needed it to part-time MBAs, but I didn't fancy that: I'd seen people drown in it. All spare time taken up by studying for two or three years was not an inviting prospect and I felt, anyway, that I'd do much better if, for a short period of time, I would dedicate all my resources to studying instead.

So I quit my job and jumped in at the deep end. I knew Geneva through Caterpillar's branch office there and loved the place. I wanted to live away from the UK a bit and could hardly think of a better place to pick. Geneva is at the heart of Europe. It's one of the most international cities in the world and sits in an environment of astounding natural beauty.

I wrote to a couple of universities around Geneva. The International University in Geneva was the first to reply and did so with an infectious enthusiasm. They invited me over when I was in Geneva for business and gave me the grand tour. The individual treatment wasn't a sales gimmick; it has been a characteristic of my studies at International University in Geneva all along. It showed in class sizes of typically 18 to 20 students and it showed when, at times, I felt I had too much catching up to do in comparison to fellow students, who had first degrees in business or had more work experience. Teachers would call a break and keep me in the room for 10 or 15 minutes to talk me through the worst of it.

It showed in the way they appointed mentors among the more experienced in particular fields, such as accounting, and, through that, encouraged the peer-to-peer learning process that is so important with this type of training.

It also showed in the flexibility with which the International University in Geneva addressed the individual requirements of each single student. I could drop some statistics courses because I had done plenty of that. Instead I would take extra marketing courses. They also allowed me to sit in on some of the courses of parallel programmes, so I could finish in ten months rather than study through the summer, as other students did.

I gambled a bit. I parted with a secure position, a corresponding salary, some savings for tuition fees and, ultimately, my country to invest in a future I felt could bring me more satisfaction than the one I had originally laid out for myself. But it paid off – and quite close to home, as it turned out. In January this year, the immediate superior of my former boss in Peterborough called me from a local phone. They were setting up a new marketing department and wanted me to join when I finished. I'm starting this month, just weeks after I got my MBA, as an international sales manager ...for Caterpillar ...in Geneva.

# Student Profile



**Name:** Lei Gong

**Course title:** MBA

**University attended:** Fudan University, Shanghai, China

**Degree obtained:** BA of English and American Language and Literature

**Country of Origin:** China

**Age:** 32 years

**Career History:** After graduating in 1993, Lei worked as an interpreter for nearly two years. She became Corporate Banking Assistant at HSBC Shanghai Branch in 1995. After completing her MBA at IUG in 1999, she joined Morgan Stanley Capital International in Geneva where she has been working since.

**QUOTE:**

*Unique learning experience.*

**TESTIMONIAL:**

**Communication Skills**

As a Chinese citizen, in spite of my solid education background, I tend to be over-modest and reserved when expressing my opinions in public. This can be arguably a personal virtue but definitely not conducive in today's dynamic environment. During the MBA course, many opportunities were offered to practice our newly acquired communication skills. I have greatly benefited from these skills in my work as I need to contact people in different locations all the time. This knowledge has made me more effective in my current organization.

**Multi-Cultural Environment**

Many people would ask me, how do you cope with the cultural shock? The answer is that I do not even feel it. Geneva is an international and cosmopolitan city. The student body at the International University in Geneva represents many nationalities. We had the chance to meet people from different backgrounds and understand their values. This cultural diversity enabled us to analyze companies operating on a global scale. Furthermore, it has become natural for all of us to be more aware of the various approaches to management found in diverse cultures.

**Bringing the Real World into the Classroom**

I also appreciated the fact that many of the professors had extensive experience in business. A lot of practical cases were presented and discussed in teams. The Marketing Research course was highly practical with exercises such as blind tests, focus groups and surveys in the classroom.

**Key Seminars**

The University organized seminars with world-famous authors throughout the academic year. I was fortunate to attend the seminars led by Dr. De Bono on Lateral Thinking and Dr. Michael Czinkota on Trends in Global Markets. These seminars complemented my management education.

# Geneva

a global city.





# Student Profile



**Name:** Luca Bormioli

**Course title:** MBA

**Universities attended:** University of Turin, Italy; ILO training Centre, Switzerland

**Degrees obtained:** Master's in Law, Diploma of postgraduate studies in international trade

**Country of origin:** Italy

**Age:** 26 years

**Career history:** Luca Bormioli completed his law training in Italy and then transferred to the International Labour Organisation (ILO) – a specialised United Nations agency with its headquarters in Geneva.

## QUOTE:

*The International University in Geneva met my expectations in terms of its balance between theory and real business experience.*

## TESTIMONIAL:

### Searching for an MBA

I have wanted to work for the United Nations for as long as I remember. My legal training and then my MBA at the International University in Geneva (IUG), which I finish this year, have allowed me to the first stage of my goal – I am now part of the United Nations family.

As part of my legal training in Italy I had to work for two years as a trainee. During this time, and through my contacts at the ILO International training centre in Turin where I carried out my postgraduate studies, I was offered a contract at the ILO in Geneva as an administrative and legal consultant, and I accepted this.

My current job involves management of the social security and other benefits of all the ILO employees around the world. That's more than two thousand people. I am involved in the administration of the ILO health fund which covers medical expenses incurred by staff member and their families. All transactions in local currencies are registered in US dollars in the financial statements of the fund. Over US\$20 million in benefits are reimbursed to insured members every year.

Since I started working here, more and more of my work has become management-oriented. So last year I started looking around for good English-language business degrees. The International University in Geneva met my expectations in terms of its balance between theory and real business experience, its innovative teaching methods, its blended American and European academic curriculum and the multicultural mix of students.

### Diverse backgrounds

The first day I attended the University there were 22 fellows students on my programme, all with different backgrounds. Geneva is a city where 60% of the population is not from the local area – it is truly international in that sense. There is a large demand for teaching in English and I think the International University in Geneva responds particularly well to it.

### Innovative teaching

The small classes – matched with innovative instructional methods – are a big plus for me. In Italy, we still learn by traditional methods. There are no case studies. At the International University in Geneva I learned how to work with these for the first time. I also had to learn how to work with people from different cultures. When you work in law you spend a lot of time researching rules, regulations and quotes but at the University I had to develop my interpersonal skills and this has greatly helped develop my leadership and communication skills.

It has been hard work. For a whole academic year, I had to work each day and then study from 6.30pm to 9.30pm. But I am quite satisfied with my studies. I can see the results already. I have, for example, few difficulties preparing financial reports now, which I could not do before.

I think I benefited from attending the University in Geneva with a year and a half of work experience. I have been able to use this and share it with others as well. By mixing with other students at the University I gained from their experience too.

The MBA programme has been flexible and I strongly recommend it to people who are currently working and who have little time themselves. Time used during your year at the International University in Geneva is truly quality time. For those who cannot study in the evening, the University runs a Saturdays-only course for executives – mostly people aged 30-35 years.

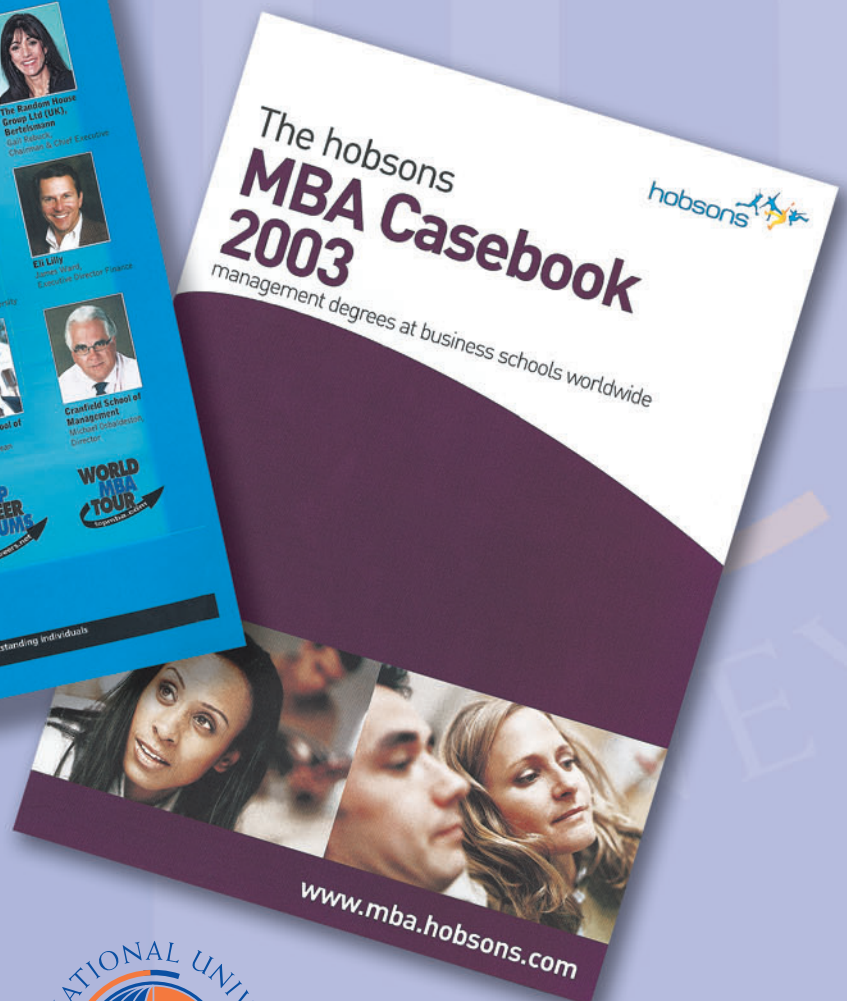
### Stimulating experience

On the personal side studying this MBA has been a very stimulating experience. I now want to continue my career either within the ILO or with any of specialised UN agencies working on trade and development issues. In this respect the management experience gained from the MBA will perfectly complement my legal skills and become a valuable asset in my future jobs.

Some of the companies that are employing our graduates:

UNICEF, DELL COMPUTER, UBS, CATERPILLAR,  
MORGAN STANLEY CAPITAL INTERNATIONAL, IMD, TETRA PAK, WIPO,  
ELIZABETH ARDEN, WORLD ECONOMIC FORUM, MOTOROLA, UNITED NATIONS,  
DRESDNER BANK, IATA, PRICEWATERHOUSECOOPERS, SITA, REUTERS,  
UNION CARBIDE, CANADIAN GOVERNMENT, NOVARTIS, CERN,  
ORANGE COMMUNICATIONS

International University in Geneva is referenced in the following MBA Guides:



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