

PRESS RELEASE

**The International University in Geneva signs a partnership agreement with
Plymouth University (UK)**

Plymouth University (UoP) has announced a new partnership with one of Switzerland's leading business schools. International University in Geneva (IUG) is a leading business management school that has been established for 20 years. Ranked in the top ten Business Schools in Switzerland by EDUNIVERSAL and accredited by the Accreditation Council for Business Schools and Programs (ACBSP) and the International Assembly for Collegiate Business Education (IACBE), IUG delivers a range of Postgraduate and Undergraduate programmes to students from all over the world.

In an existing arrangement, Plymouth Graduate School of Management staff have been delivering the highly acclaimed Doctorates in Business Administration and Public Administration for the last 5 years. This new partnership agreement provides for the Plymouth University B.Sc. Hons. Business Management to be delivered in Geneva. Students who pass the final year examinations will be awarded two degrees – the IUG BBA and the UoP BSc (Hons) Business Management.

Eric Willumsen, Director and founding partner (pictured) said: "This is a very exciting development for us. We are continuing to grow and develop our programmes through international partnerships and we are delighted to be working with a top-class UK university".

Prof. John Swarbrooke, Associate Dean – International (Plymouth Global) commented: "Extending our network globally is very important for Plymouth University. We are seeking to work with leading institutions around the world and establishing a partnership with IUG is very good news for our business students in both countries".

Program Manager at IUG: Dr. S. Aggarwal



Pictured are: Hugh Conway – Relationship Development Manager Plymouth University (left), Eric Willumsen – Director International University in Geneva (centre) and Mike Leat – BSc Business Management Programme Director and Deputy Head of Plymouth Business School (right)



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