

The International University in Geneva develops new partnerships

Writer
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From left to right :
 Surabhi Aggarwal - Director of Doctoral programme IUG
 Hugh Conway – Relationship Development Manager Plymouth University
 Patrice Ann Nuq – Academic Dean IUG
 Eric Willumsen – Director IUG
 Claude Cellich – Vice President External Relations IUG
 Mike Leat BSc Business Management Programme Director and Deputy Head of Plymouth Business

Boston and Shanghai

The International University recently signed two study abroad agreements with Boston University (BU) in the USA and with Shanghai Jia Tong University in China. These agreements will allow students from IUG further opportunities to spend a term abroad and study in a new cultural environment. Boston University is ranked #39 in national universities by the U.S. News & World Report for 2017. The University has over 33,000 undergraduate and graduate students from more than 130 countries. Shanghai Jia Tong University is a comprehensive, research-oriented and internationalized top university in China. The University has over 16, 000 undergraduate students and 19,000 postgraduate students and is the first business school in mainland China to have been triply accredited by AACSB, EQUIS and AMBA.

New Graduate Programme in Sales and Marketing

The International University in Geneva has introduced a new MBA in Sales and Marketing, designed for professionals who wish to progress their career in sales & marketing. The programme develops managers' skills for the marketing and sales process, with a focus on designing successful sales & marketing strategies, addressing marketing and sales decisions effectively and implementing different sales & marketing tools.

Alumni testimonial: "I found the Masters courses at IUG a very enriching learning experience" Javier Hernandez, MBA Sales and Marketing 2016, Assistant Director for Procter and Gamble

Doctorate of Business Administration - Plymouth University

Over 20 students are currently enrolled in one of the two doctorate programmes proposed by Plymouth University at the IUG campus in Geneva. The students come from UN agencies as well as the private sector. The Doctorate programmes in Business Administration (DBA) and in Public Administration (DPA) are research-based qualifications designed to enhance inter-disciplinary professional practice in management and public administration. The DBA and DPA form an important bridge between theory and practice and help students develop an essential understanding of the new paradigms and creative and analytical approaches to business.

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Mr. Achim Steiner, speaking at the IUG 2016 Commencement Ceremony, while serving as United Nations Under-Secretary General and Executive Director of the United Nations Environment Programme (UNEP)

Plymouth University - UK

The International University in Geneva (IUG) is proud to announce a partnership with Plymouth University, UK. Ranked top 2% in the world and one of the 15 largest UK universities, the University of Plymouth is renowned for high quality, internationally-focused education, research and innovation.

The International University in Geneva (IUG) is a leading business management school founded in 1997. Ranked in the top ten Business Schools in Switzerland by EDUNIVERSAL and

accredited by the Accreditation Council for Business Schools and Programmes (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. Honours in Business Management to be delivered in Geneva and offers students the opportunity to gain two qualifications. Students who pass the final year examinations will be awarded degrees from both the IUG and the University of Plymouth.

Eric Willumsen, Director and member of the foundation board 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".

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