



# INTERNATIONAL UNIVERSITY IN GENEVA

NEWSLETTER 2009/2010

## MESSAGE FROM THE EDITOR

In this latest issue of the IUG Newsletter, we focus on the University's IUG accomplishments having taken place during 2009/2010. Several milestones were reached in terms of accreditation and recognition. In addition, new programs were developed, co-operation with other universities expanded and research projects initiated. These achievements are due to the University's commitment to academic excellence and international validation.

## SOCIAL AGENDA

### September

- Fall Term Welcome Reception

### October

- Charity Fair
- Fondue Evening
- Halloween Party

### November

- UN Women Bazaar
- Study Visit to Amsterdam
- Alumni Reception
- Karting

### December

- Christmas Dinner

### January

- Weekend Ski to Saas Fee

### March

- Charity Cake Sale

### April

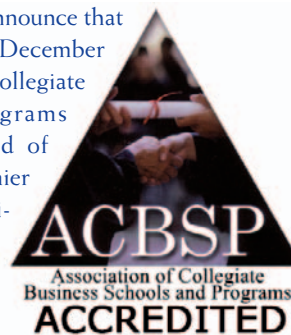
- Study Visit to Bangkok
- Rafting
- Alumni reception

### June

- Graduation Ceremony

## IUG REACHES NEW ACCREDITATION

The University is proud to announce that it has been accredited in December 2009 by the Association of Collegiate Business Schools and Programs (ACBSP) for an initial period of 10 years. ACBSP is the premier accrediting association for business schools and programs and is only one of two accrediting agencies recognized by the Council of Higher Education Accreditation (CHEA) in the USA. ACBSP was founded in 1989 to create an accreditation process designed to fit the needs of business programs offered by colleges and universities by focusing on teaching and learning.



## IUG IN THE RANKINGS

In its latest EDUNIVERSAL ranking, IUG has moved to the 5<sup>th</sup> best business school in Switzerland up from 8<sup>th</sup> place in 2008. This ranking is in recognition of the University's experienced faculty, quality academic programs and strong international links.

In the 2009 edition, CEO Magazine published in the UK, ranked IUG's MBA among the top 25 in Europe. This ranking was based on several key performance indicators that included faculty, tuition, international reach, innovation, students' diversity and delivery methods. These rankings and latest accreditation reflect the continuous effort of the University to innovate while providing a practical education with a global vision.

### 2009 RANKING EDUNIVERSAL

Area selected: Western Europe  
Country selected: Switzerland

#### SCHOOL SELECTION

UNIVERSAL Business Schools with major international influence		Recommendation Rate (per 1000)
01. IMD - International Institute for Management Development		516 ‰
02. Universität St. Gallen - Departement of Management		376 ‰
TOP Business Schools internationally known		Recommendation Rate (per 1000)
01. Université de Lausanne - HEC Lausanne		298 ‰
02. Université de Genève - HEC Genève		236 ‰
EXCELLENT Business Schools nationally strong and/or with continental links		Recommendation Rate (per 1000)
01. International University in Geneva - Business School of Geneva		101 ‰
02. ETH Zürich - Swiss Federal Institute of Technology Dpt of Management Technology and Economics		97 ‰
03. GSBA - Graduate School of Business Administration Zürich		85 ‰
04. IIMT - International Institute of Management in Technology - University of Fribourg		58 ‰
05. Educatis University - Graduate School of Management		23 ‰

## PROF. E. SCALBERG TO CHAIR IUG BOARD OF TRUSTEES

Effective the 1<sup>st</sup> of September 2009, IUG Board of Trustees is chaired by Dr. Scalberg. Prior to his new appointment, Dr. Scalberg was on IUG's Advisory Council where he has been a strong supporter of the University since its inception. Currently he is affiliated with Monterey Institute of International Studies and is the former Dean of the Graduate School of Business at Fordham University. Dr Scalberg's long experience in business education in the United States will no doubt be highly beneficial to future challenges for IUG including maintaining its world ranking.

## IUG IN THE NEWS

In February, an article in l'AGEFI, a French language newspaper published in Switzerland, reported on the major milestones achieved by the University in the past year. The article referred to IUG's second accreditation, latest ranking and new graduate programs in international trade and international relations.

## EXPANSION OF THE ADMISSIONS OFFICE

IUG is pleased to announce the recruitment of Ms Diana Urbina to the Admissions Office for undergraduate programs. Ms. Urbina, a Mexican national holds degrees from Mexico and France and held various positions in international business. Ms. Uliana Horler joined IUG last summer to the newly created post of Admission Officer for graduate programs. Ms. Horler holds graduate degrees from the University of St Petersburg, Russia. In view of rising enrolments, this new team has been able to provide more personalized attention, prompt services and counseling to applicants.

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## IUG INTRODUCES A NEW MASTER IN INTERNATIONAL RELATIONS

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Starting in September 2010, IUG will offer a new master in international relations. Following a year of research and consultations, a new curriculum was developed to reflect today's required skills and knowledge by the international community. Students enrolled in the program will take some common courses with other majors and then register for specialized courses that include governance and politics, information society, geopolitics, European Union, and international relations strategies. Students interested in learning about the program should contact Dr. Jovanovic at [gjovanovic@iun.ch](mailto:gjovanovic@iun.ch).

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## ALUMNI BOARD UPDATE

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For the academic year 2009-2010, a new board was appointed. René Giroud is the new president while Claudine Perritaz, Lei Yao and Denkin O'Sullivan fulfill the positions of vice presidents. During the winter term, the Alumni Board organized an evening in Geneva where more than 60 alumni, faculty and graduate students attended.

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## PROF. M. CZINKOTA PRESENTS SEMINAR AT IUG

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On 5 to 7 May, Prof. Czinkota led a seminar on International Marketing at IUG based on his latest book *International Marketing* 9<sup>th</sup> edition. Prior to the seminar, 28 graduate students carried out group projects that were subsequently discussed and presented to the class.

In late April, Prof. Czinkota was invited to testify before the U.S. Congress House Committee on Small Business on "How government can help increase U.S. export performance". In his testimony, he stressed the importance of the role of government in encouraging U.S. firms to export. Among his recommendations, he suggested that business schools introduce more courses in international business in their curricula and for greater collaboration between business schools, chambers of commerce and export assistance centers. Prof. Czinkota teaches at Georgetown University in Washington D.C. in the US. In addition, he is a visiting faculty member at IUG and serves on the University's Advisory Council.

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## 2009 GRADUATION CEREMONY

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In June, the 11<sup>th</sup> Graduation Ceremony took place at Hotel President Wilson in Geneva. This year's speakers were Dr. Rolf Jeker, Chairman of the Swiss Trade and Investment Board and Mr. Kevin Roberts, CEO Worldwide of Saatchi and Saatchi. Both speakers emphasized the need for young graduates to have an open mind to face future opportunities. More specifically, the speakers stressed the new challenges facing business and society particularly corporate social responsibility, global warming and environmental issues. Furthermore, globalization will require managers to work in multicultural settings and be respectful of diverse cultural values.



Mr. Kevin Roberts and Dr. Claude Martin

During the Ceremony, the valedictory address was given by Ms. S. Vohra for the undergraduates and Mr. J.C. Anex for the graduates. Each student referred to the hard work they had to carry out such as preparing research reports, analyzing cases and taking exams. After successful completion of their studies, they consider themselves ready to enter the real world with the knowledge, skills and competencies required by the global economy. The 2009 graduating class consisted of 50 candidates representing 30 different nationalities from all geographical regions of the world. The Ceremony was attended by over 400 guests, students, staff, faculty and friends of the University.



Graduating Class 2009

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## IUG STUDENTS SURVEY

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Each year IUG carries a student satisfaction survey to identify areas that could be improved as well as initiating new potential student activities. The 2009/10 survey indicated that student satisfaction has increased in the past few years to nearly 80% (published satisfaction rates at other universities range between 40 to 80%). Students appreciate particularly the international and multicultural aspects of studying at IUG, the quality of the teaching faculty and the relevance of classes to the real world. Students also proposed improvements in areas ranging from facilities to the content of individual courses. An action plan is produced as a result of the student satisfaction survey and the next survey planned for June 2010.

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## FACULTY UPDATE

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During the past academic year, several new professors have joined the IUG faculty. Dr. F. Hollenbeck holds a PhD from the University of South Carolina in the US is teaching in the corporate finance area. Dr. C. Cattani (finance), Mr. C. Pechner (accounting) and Mr. D. Rochat (sustainable development) are also welcome addition to the IUG's faculty.

Dr. Csurgai edited a book entitled "*Geopolitics: Schools of Thought, Method of Analysis and Case Studies*" and published a chapter in "*Sovereign Wealth Funds: Strategies of Geo-economics Power Projections*". Dr. Cellich presented a paper at the World Business Congress organized by the International Management Development Association and had a chapter published in "*Negotiation: Readings, Exercises and Cases*" 6<sup>th</sup> edition. Finally, Prof. Urs Schneider contributed a chapter on financial strategies in a Swiss German publication issued in November 2009.

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## CAREER OPPORTUNITIES

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To provide students with career opportunities, IUG invited 2 executives to introduce their organization as well as the type of employment opportunities available to new university graduates. One presentation was made by Mr. S. Neogi, Education Consultant at Hewlett-Packard and the second by Ms. E. Zaki, private banking manager at Credit Suisse. As both speakers are IUG graduates, students expressed a high level of interest in their presentations which was followed by a question and answer session. Each executive emphasized the various career prospects in their respective organizations and encouraged future graduates to consider careers in banking or information technology.

An additional career day was held in March consisting of presentations by DuPont and the International Trade Centre WTO/UN.

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## IUG APPOINTS NEW EXECUTIVE IN RESIDENCE

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The University is proud to announce the appointment of John Santoniou as Executive in Residence. In this capacity, he will be available to share his years of experience as CEO in a number of companies, particularly in the field of Corporate Strategy. Prof. Santoniou's lectures will reinforce the University's business curriculum by making them more relevant to the global economy. In future, IUG plans to invite more CEOs to its Executive in Residence Program.



## IUG EXPANDS ITS STUDENT HOUSING FACILITIES

To meet the increasing demand for student housing, the University has entered in a long term lease of a building that can accommodate about 25 students. The building located near the Cornavin train station is an historic landmark that has been completely renovated into a modern living complex. With this addition, students now have a wider choice of housing to choose from the Geneva area.

## IUG HOSTS VILLANOVA UNIVERSITY'S GENEVA SUMMER PROGRAM

Last summer, IUG organized a two week program for undergraduate students in international business from Villanova University. The program consisted of visits to international organizations and presentations by Professors P. Goldschmid, G.O'Neil, I. Liouka and P.A.Nuq. This is the second year Villanova University associates IUG in its Geneva program. Villanova, located in Philadelphia, is ranked among the best schools in the USA.

## IUG STUDENT COUNCIL COMMUNITY SERVICES

As part of its contribution to charitable foundations, the Student Council organizes various activities to raise funds for worthwhile causes. This year, the Student Council organized a bake sale to collect funds for the Little Dreams Foundation whose mission is to support young talents in artistic and sport fields.



Concert Little Dreams



Chênois Genève Volleyball

## IUG STUDENTS ATTEND UN CONFERENCE

In October, students majoring in international relations led by Dr. G. Jovanovic attended a joint UN/UNITAR lecture series dealing with "Resetting the Nuclear Disarmament Agenda". The keynote speaker was Mikhail Gorbachev, former President of the Soviet Union with an introductory statement by Mr. Ban Ki-moon, Secretary General of the United Nations. Students very much appreciated the opportunity to learn from world leaders the challenges facing the world powers in containing/reducing the danger of nuclear proliferation and nuclear conflict.



Mr. Gorbachev and Mr. Ban Ki-Moon

## IUG FACULTY ADDRESSES INTERNATIONAL CONFERENCE

Dean Patrice Anne Nuq and Professor Leonid Androuchko were speakers at the International eHealth, Telemedicine and Health ICT Forum in Luxembourg on the 14th to the 16th April 2010. The conference brought together eHealth providers and users from 50 countries around Europe and other parts of the world. The Conference was sponsored by several foundations and multinationals including the Rockefeller Foundation, Accenture and Ericsson.

## IUG GRADUATE STUDENTS VISIT THE INTERNATIONAL TRADE CENTRE

In April, IUG graduate students visited the International Trade Centre (ITC) in Geneva. The ITC is the joint agency of the World Trade Organization and the United Nations. ITC's mission is to enable small businesses in developing and transition countries to realize their full export potential. Presentations were made by ITC staff on the activities of the organization as well as employment opportunities. Thanks to the visit, five students were able to obtain internships. The visit was organized by Prof. Nawas, a former ITC senior trade promotion officer. More visits to other UN organizations and multinationals are envisaged to bridge business theory and reality.



Visit to ITC

## PHOTO GALLERY



Visit to the United Nations



Visit to the permanent Mission of Thailand to the UN



Karting



Alumni Welcome Party



Marche de l'espoir



Study Visit to Amsterdam

## 2009 CANDIDATES

### Degree Of Bachelor Of Business Administration

Mr. Ahmed Al-Zoebe, Mr. Elias Morales Alva, Mr. Gabriel Hamou, Mr. Manuel Poot, Mr. Mauricio Rubinstein Meizner, Mr. Nicolas Sutter, Mr. Pedro Soares De Gusmao, Mr. Qassim Darwish Q D Fakhroo, Mr. Timur Mavlyanov, Mr. Valon Hyseni, Ms. Hye Kyoung Yang, Ms. Margarita Mikhailovna Korovyakova, Ms. Olga Grushenko, Mr. David Mkrtumyan, Mr. Yohann Segala

### Degree Of Bachelor Of Arts In Media And Communication

Ms. Caroline Aline Marin, Ms. Margarita Muratikova, Ms. Maria Nazarova, Ms. Sheena Vohra

### Degree Of Bachelor Of Arts In International Relations

Mr. Fadi Hijazi, Ms. Hafsat U. Shinkafi, Ms. Kashya Kathirkamanathan, Ms. Titawan Sudjit, Mr. Lokman Jebri

### Degree Of Master Of Business Administration

Mr. Charles Mohun, Mr. Ilya Pyaskorskiy, Mr. Pablo Javier Nolasco, Mr. Vusal Rustamov, Mrs. Ilham Noujoumy, Mrs. Reyhan Surel, Ms. Anke Sutschek, Mr. Kennedy Dias

### Degree Of Master in International Business

Mr. Prasant Shrestha, Mr. Traian Mircea Popa Furtos, Mr. Turki Al-Jeaid, Mrs. Mirela C Troxler, Ms. Bong Sook Lee, Ms. Gwennaëlle Aurore Dorion, Ms. Nazik Hago Ibrahim, Mr. Benjamin Corvilain, Mr. Valeriu Stoian,

### Degree Of Master Of Arts In Media And Communication

Ms. Anh Thu Le Ngoc, Mr. Jean-Christophe Anex, Mr. Liviu Daniel Moldoveanu, Ms. Gracia Irasema Perez Juarez, Ms. Ana Paula Andrade Dos Santos, Ms. Assel Bulatovna Bayekenova, Ms. Candace Marie Metoyer, Ms. Diana G. Lozeva, Ms. Jawan Adib Al Fadel, Ms. Viktoriya N. Klimenko

## STUDY TOUR TO THAILAND

"During the Eastern holidays 2010, twenty-five IUG students accompanied with two professors have undertaken a cultural study trip to Thailand. This was an excellent opportunity for students and professors to mingle in an informal setting while acquiring cultural insights into Siam life-style and business practices in Thailand. The IUG group attended a lecture "Business Opportunities in Thailand" at the partner Thammasat University in Bangkok and was received at the Foreign Ministry of Thailand. The group visited the Temple of the Emerald Buddha and the Grand Palace in Bangkok, the ruins of the ancient capital in Ayutthaya, the Floating Market at Kwai River, the Tiger Temple, the Crocodile Farm, etc. The group flew to Phuket and enjoyed the beauty of the coast of Phi Phi islands. The study trip ended with the Water Festival and the celebration of the Thai New Year."



Thammasat University Lecture

## IUG STUDENT REACHED THE 2010 SWISS VOLLEYBALL CHAMPIONSHIP

Stepane Abramov, a senior student in business administration played in the 2010 Swiss Volleyball Championship. Stepane and his team finished second after a grueling season, including several injuries. The University is proud of Stepane's achievement and wishes him every success for the 2011 season. After graduation, Stepane plans to apply for a master's degree at IUG.

## LET'S HEAR FROM YOU

If you wish to share your latest news about your promotion, new job, relocation, advanced degrees or any other news, contact the editor at [info@iun.ch](mailto:info@iun.ch)

## ALUMNI NEWS

Diego Elias (BBA 2007) was promoted to Purchasing Manager at PepsiCo Europe.

Ekaterina Herzig (BBA 1999) received an MBA from the University of Chicago's Booth School of Business. She is now responsible for sales operations at Marrionnaud Perfumeries.

Reza Ghanbari (BBA 2004) is completing an MBA in global banking and finance at the Birmingham Business School in the UK.

Joanna Howard (BA 2006) after working in Italy for a year returned to Geneva to join the European Broadcasting Union.

Bruna Johnson-Descalzi (MA 2003) is a Communications Advisor to the Permanent Delegation of Ecuador to UNESCO in Paris.

Muleane Kamdem (BBA 2000) is enrolled in a doctoral program at Philipps University Marburg in Germany.

Ermal Koka (BBA 2007) is in Albania working for ABB

Sergio Lavagna (MBA 2004) has joined Tenaris as Business Processes Redesign Manager in Argentina.

Francisco Sangalli (MBA 2006) has been named CEO of Sangalli Energy ESCO and is the proud father of baby girl named Maya.

Paul Sexton (BBA 2007) will be responsible for managing a project at JPMorgan Securities and Landing.

Dimitri Spivak (MBA 2008) is Portfolio Manager in Multi Family Office in Geneva

Mihail Toma (BBA 2005) obtained a MBA from Bucharest Academy of Economic Studies in Romania.

Sheena Vohra (BA 2009) was hired as Junior Strategic Planner at Saatchi and Saatchi Switzerland.