



# INTERNATIONAL UNIVERSITY IN GENEVA

## E-News Spring 2015

We are pleased to send our Spring updates informing you of the activities and events taking place at the University.

### Secretary General of UNCTAD visits IUG



Students and their teacher with UNCTAD Secretary General

The Secretary-General of the United Nations Conference on Trade and Development (UNCTAD) Dr. Mukhisa Kituyi gave a presentation to students of IUG on 3rd March. Dr. Kituyi spoke about how foreign direct investment flows became a major component of globalization and the role of UNCTAD in assisting emerging economies to better understand the complexity of the multilateral trade negotiations, including issues such as protectionism and the impact of the financial crisis on international trade.

[Get more information >](#)

### New Dual Degrees



La Tour Eiffel, Paris

The University has signed several dual degree agreements with partner institutions including ESIC in Madrid, ISC in Paris and ISCAE in Casablanca. ESIC is one of the leading private business schools in Spain and has 6 campuses including Madrid, Valencia, and Sevilla. Paris School of Management ISC is a business school in the French "Grandes Ecoles" system. ISCAE was founded in 1971 in Casablanca and is considered as one of the leading business schools in North Africa.

[Get more information >](#)

## Faculty Publications

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New book about Services Marketing

Professors Patrice Anne Nuq and Robert Boland have published a book entitled "Exploring Services Marketing: a creative learning approach". Professor Glenn O'Neil has published an article entitled "Evaluation of international and non-governmental organizations' communication activities: A 15 year systematic review" in the Public Relations Review. Finance Professor Carlo Cattani published an article in the Commonwealth Trade and Investment Report. Professor Cellich was named Book Review Editor of the journal of EuroMarketing and served as a reviewer for the 2015 AIB conference.

[Get more information >](#)

## Social Agenda

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### May & June 2015

- » 24th May: Rafting
- » 27th June: Graduation ceremony

### Company presentations

- » 4th May: Global Alliance for Improved Nutrition (GAIN)
- » 18th May: Procter & Gamble (P&G)
- » 1st June: LinkedIn workshop
- » 8th June: World Health Organization (WHO)

## Alumni News

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Amélie **Janssens-Fontvieille** (BBA 2003), Corporate Communication, Notz, Stucki & Cie SA, Geneva, Switzerland; Further education: Executive Development Program, IMD, Lausanne, Switzerland.

Marius **Lohri** (MBA 2005), further education: CAS in Investments and Derivatives, University of Zurich, Zurich, Switzerland.

Nicolas **Amstutz** (BBA 2011), Relationship Manager UK Clients, Credit Suisse, Zurich, Switzerland.

Amandine **Gakima** (MIT 2011), Project Manager - Africa and Haiti Trade Facilitation Office, Ottawa, Canada.

Diana **Jave** (BBA 2011), Business Development & Strategy Intern, Amcor Tobacco Packaging, Zurich, Switzerland.

Tomáš **Plocek** (MIB 2011), Energy Trader, Alpiq Energy SE, Prague, Czech Republic.

Arthur **Bagramyan** (BBA 2014), Finance Assistant, Arelan Ltd, Saint-Petersburg, Russia.

Larissa **Ratl-Dunn** (BBA, 2014), Intern in the communication team, Solar Impulse, Monaco & Switzerland.

Valentina **Stoeckler** (MIRD 2014), Communications and Brand Strategy Consultant, EDGE Strategy (Economic Dividends for Gender Equality) Zug, Switzerland.

## Bachelor

- Bachelor of Business Administration - BBA
- Bachelor of Arts in International Relations - BA-IR
- Bachelor of Arts in Media and Communication - BA-MC
- Bachelor of Science in Computer Science - BSc CS
- Bachelor in International Management
- English as a Second Language - ESL

## Master

- Master of Business Administration - MBA
- Master of International Business - MIB
- Master of Arts in Media and Communication - MA-MC
- Master of International Trade - MIT
- Master of International Relations and Diplomacy - MIR
- Master of Business Administration in Entrepreneurship - MBA
- Master of Business Administration in Sales and Marketing- MBA

## Doctorate

- Doctorate of Business Administration (DBA)
- Doctorate of Public Administration (DPA)

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