6 months in Geneva, headquarters to many Multinational Companies and International Organizations, 6 months in Bangkok, the center of Asian Business and 4 months in an emerging market (Dubai, Baku, Astana, Warsaw, St Petersburg, Ho Chi Minh, Chennai, ...).

BOOST YOUR INTERNATIONAL CAREER!
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Choosing a university is a very important decision for your life and your career. This is a major step that will open the door to the next stage, whether it is a first job, advancing a career, or another personal goal. It is all about your dream for the future.

The world is changing extremely rapidly and the speed of change is accelerating. I deeply believe that today, education is not only a question of knowledge but a question of quick adaptability, flexibility and creativity.

Our goal is to help you understand those challenges: Combining local and international learning experiences will undoubtedly put you in a very exclusive league and allow you to be better positioned in the job market, enabling you to further differentiate yourself from others.

Choosing our program will give you many opportunities, to develop your network (company visits, seminars, guest speakers and alumni access).

At UBIS, we work hard every day to give more value to our programs and forge closer partnerships with the corporate world and International Organizations. It is through these partnerships that we are able to offer this program.

You are at the center of everything we do at UBIS: You will find personal attention to your needs, an individualized curriculum to get your degree, a lot of flexibility to accommodate your other occupations and an intimate atmosphere to develop your business goals.

As a boutique university, we don’t aim to be the biggest, but to be the most personalized. Recently ranked N°2 by CEO Magazine, you are sure to get something exclusive with our University.

We would be delighted to have you with us.

We look forward to knowing you personally.

Presentation

THE FUTURE LIES IN THE EMERGING COUNTRIES!

BOOST YOUR CAREER WITH UBIS.
Emerging countries, throughout the world, have increasing ambitions for their position on the global arena [e.g. “Kazakhstan 2015” plan for joining the 30 most developed countries of the world].

What regularly amazes visitors to emerging countries is the dynamism and the entrepreneurial spirit which underlies each emerging nation’s rate of growth. Many visitors are also surprised by the different ways in which business and economic success can be achieved - indeed in many areas companies don’t follow the traditional “Western pattern and steps for development”.

This program was designed so that participants would gain: Life educational experience. A better understanding of emerging countries, have an opportunity to explore business options in a quickly evolving market. Be stimulated in a city where participants can develop relevant skills, experience, and a local network of contacts to exploit these opportunities and differentiate themselves in the job market.

Emerging Markets: some facts

• According to McKinsey & Company, by 2025, annual consumption in emerging markets will reach $30trn, which they describe as “the biggest growth opportunity in the history of capitalism”.

• Emerging market economies will account for around 36% of the world’s GDP this year and are expected to contribute up to 70% of GDP growth between now and 2025 (FT).

Emerging market’s GDP participation

- New technologies – including wireless, mobile and app usage, and mobile banking – are adopted by young, tech-savvy populations at a more rapid rate. In Indonesia, one of the largest smartphone markets in the world, there are currently more than 280 million mobile subscribers. Kenya, meanwhile, is leading the emerging and developing world in mobile payment technology (Talk Business Magazine).

Targeting a job in emerging markets is probably the best decision a young talented motivated individual should take in today’s challenging world”.

Mike Johnson
Author of The WorldWide WorkPlace: Solving the Global Talent Equation

80% of the world’s employees work in emerging markets (Roland Berger Strategy Consultants).
Some key facts about Job Opportunities...

- In 2030, according to a World Economic Forum Report, China will be confronted with a lack of 20 million qualified employees.

- A principal reason for a supply shortfall (besides increased demand) is that deficient or inappropriate education or training reduces the pool of potential employees in many emerging markets. Furthermore, while the number of graduates has grown by between 30% and 50% in many Focus 20 countries in recent years, only a minority of graduates are apt for employment according to international standards. This means a lot more opportunities for Western Graduates.

Employability of developing countries graduates

only 10% - 20%

- Whilst Western European and American economies saw some of the world’s lowest salary raises, averaging 3%, emerging countries more than doubled this.

Over the past five years, foreign direct investment in emerging markets more than tripled.

This has created job opportunities across a broad range of sectors, and although there is an increasing number of university graduates sitting in emerging markets at present, it is estimated that only 10-20% of these students are internationally employable. (Chapman Consulting Group).

- An understanding of business is one of the main skills that students underestimate, according to a 2013 Guardian survey.

Less than 10% of students thought it was a vital skill, compared to nearly 50% of employers.

- “More and more employers are wanting graduates to have a ‘global mindset’, which means understanding different cultures and how industries work across borders,” Stephen Isherwood, Chief Executive of the Association of Graduate Recruiters.

Life Educational Experience

Finding a job today can be challenging in the Western world. Job seekers don’t take into consideration the fantastic opportunities linked to emerging countries and in particular Asia. This program should act as a springboard for them.”
Program Overview

The MBA Emerging Markets program intends to provide a well-balanced perspective in Emerging Countries studies by promoting understanding of regional and global business opportunity testing the international community's awareness and perceptions of the common historical, cultural, and regional identity of Emerging Countries. It aims to be a global program with a focus on Western business practices also.

Geneva, Switzerland  
6 MONTHS  
9 Courses  
2 Seminars

Bangkok, Thailand  
6 MONTHS  
5 Courses  
5 ASEAN Specific Seminars

Emerging country of choice  
4 MONTHS  
1 Course  
Thesis and Seminars

This UBIS MBA program is offered in close partnership with UBIS Academic Partners.
The program is designed for students and working professionals from all walks of life who are interested in pursuing a solid professional development experience with an international focus and where they can use their newly acquired skills, experience and network to find a job or enhance their career.

They will benefit from a combination of highly experienced faculty members from different regions of the world with an extensive blended learning approach (on-ground interactive sessions and online curriculum permanent access, short-track seminars from experts and company visits).

This unique program, with its diverse student body, will provide each participant with the ideal conditions for success when exploring business opportunities in emerging markets, where jobs and ventures are created.

**Objectives of the Program:**

By the end of the program, the participants should have achieved the following outcomes:

1. Increased knowledge and understanding of the role of the Emerging Market Countries at regional and global levels.

2. Ability to detect opportunities in and around the Emerging Countries and to capitalize on their growth and development in a sustainable manner.

3. Being equipped with the necessary qualifications to work in public and private sectors, along with international organizations, in positions related to the Emerging Countries.

4. Building knowledge and network resources in Emerging countries to enhance job searches and career development anywhere in the world.
Accounting
1. Accounting for Decision Making ACC 601
Managers need to understand the ways in which accounting information can be used to guide decision-making. Attention is given to operating leverage decisions, and their impact upon “breakeven” activity levels. This in turn leads to decisions about pricing and production volumes, about “make-or-buy” decisions and about outsourcing. A final module considers the role of accounting data in risk management and in the formulation of corporate strategy.

Economics
2. International Economics ECO 601
A review of the development of trade theory from Ricardo to the present leads to discussion of the extent to which the theory describes the realities of international trade. Various national trade and development models – autarchy, import substitution and local content requirement policies – are critiqued. The widespread use of tariffs and of non-tariff trade barriers is explored, and this in turn leads to analysis of the relative lack of success of GATT and of the World Trade Organization, particularly in the area of agricultural restrictions and price support.
1. Doing Business in the Western World Today
The Western World in a nutshell: Historical and geographical perspectives.
The major changes: Impact of an IT driven society, weak growth and unemployment, social & environmental issues, sustainable innovation and entrepreneurship.
Economic prospects and re-positioning in the world arena beyond WTO.

2. New Opportunities and Risks in the European Union
The Positioning and Contribution of EU in the Regional and Global Context.
The EU and USA trade relationship: Current outcomes and difficulties.
The Geneva part integrates visits to major international organizations.

3. Corporate Finance FIN 601
This course looks at the realities of finance within a corporate entity. Capital investment decisions are reviewed in more detail, with an emphasis upon risk analysis. Additional topics include the management of cash and working capital, and the valuation of companies. The course makes extensive use of case study analysis to link classroom teaching with corporate realities, and also to provide students with additional experience of making presentations.

4. Financial Markets and Institutions FIN 602
An examination of the flow of funds in the economy and of the role of financial intermediary’s leads on to discussion of the principal types of financial institutions. The functions and responsibilities of central banks are discussed, together with the mechanism through which commercial banking is reviewed, with emphasis on the role of international commercial banks in the Euromarkets. The role of investment banks and their services to their corporate clients are studied, together with a look at the functions of private banks. The course ends with a description of “derivative” instruments and their uses.

5. Investment Management FIN 603
This course adopts a structured “top-down” approach to portfolio design: Selection of the most attractive region, followed by country, industry, sector, and lastly the individual company. The various forms of market index and their use as investment benchmarks are explained. The course then goes on to look at management techniques for both equity and fixed-interest portfolios, looking at both “performance” and “value” approaches to equity selection. The final evaluation is based on the construction and presentation of detailed portfolios for a variety of clients, personal and institutional.

6. Corporate Information Strategy MGT 601
Case studies to examine how Information Systems support business strategies in the current networked economy. Provide a framework for managerial understanding of IT challenges and opportunities. Highlight the importance of interactions between specialists and end-users for Information Systems to successfully perform according to expectations.

7. Organizational Culture MGT 602
This course examines the dynamics of corporate culture that develop within an organization. Methods of organizational development used in promoting organizational and large system change, the managerial role in such change, communication with the different organizational constituencies (employees, shareholders, public), and the leader’s role in promoting change through strategic planning are examined.

8. Project Management MGT 605
This course examines project initiation and life cycle. Project estimation: resources, cost, time and risks, work and product breakdown structures, tendering and contracting processes, planning, building and leading the team and execution.

9. Corporate Social Responsibility MGT 606
This course examines the increasingly important role of corporate social responsibility, recognizing the basic principles of ethical and responsible treatment for stakeholders, within the organization, the community and the environment. Students will look at decision making processes in industry with regard to the need to balance business profits and returns on investment with the growing awareness in favor of more sustainable practices. The impact of businesses on communities in both the developed and less-developed countries will be examined, as will the responsibility and governance of issues affecting the stakeholders. This will include case studies involving specific industries (e.g., oil & gas) and their ethical role in the integrated, globalized market.
Bangkok, Thailand

Facts about Bangkok
- Thailand population: 67,000,000
- Greater Bangkok population: 22,000,000
- Thailand was the most visited country in Southeast Asia in 2013.
- Thailand is the most sought-after destination of most foreign tourists and students compared to all other ASEAN counterparts.
- Living expenses estimated: 800 USD per month.
- Official language: Thai.
- Other languages spoken: English.
- Average temperatures: winter 26°C (79°F), summer 31°C (87°F).
- Currency: Baht.

5 COURSES:

1. Marketing in a Global Environment MKT 601
   This course deals with the global marketing operation within the international environment in which firms operate and involves recent developments of international business activities.
   The basic forces driving international business and marketing operations, market entry strategies and global marketing mix policies, as well as export operations are considered.

2. Web Strategies MCO 607
   This course covers the social and operational aspects of communication through a web site: developing the web site according to the strategy of the organization, the specific tools of Internet marketing, traffic building, online advertising, search engine marketing, email marketing, and affiliation programs. It ends up with the development of an Internet marketing plan.

3. Entrepreneurship MGT 603
   This course examines the factors leading to the creation of new ventures, characteristics of the successful entrepreneur.
   Organizing and financing a new venture. Strategic Planning and writing a business plan.
4. Strategic Management MGT 604
This course examines the way in which organizations formulate and implement their strategic plans. The key topics include systematic analysis of trends in the operating environment, analysis of the industry and/or sector in which the organization operates, the identification of critical success factors and the recognition of competences.

Possible strategies are then identified before continuing to strategic choice and the problems of implementation.

The course therefore pays considerable attention to risk management, and introduces the development and use of multiple-scenario planning models. The course is largely case-based.

5. Finance for International Business FIN 604
A key factor in international business is the need to operate in a multi-currency environment. The course looks at the way in which the foreign exchange markets have developed, and how they operate.

The determination of spot and forward rates is explained, and students are taught to calculate interest-parity forward prices and to look for arbitrage opportunities.

The different concepts of foreign exchange exposure are discussed, which then leads to a detailed study of hedging operations, using both traditional methods and the derivative instruments introduced in “Financial Markets and Institutions”.

5 ASEAN SPECIFIC SEMINARS:

1. The ASEAN Organization: An Overview
   • Comparative Study of the History, Culture and Religion of ASEAN Countries, as well as the Social, Economic, and Political Systems.
   • Comparative Study of the Geography, Natural Resources, and Environmental Issues of ASEAN Countries.
   • Health, Social Welfare and Education Issues in ASEAN.
   • Communications and Media in the ASEAN Context.

2. Forecasted Opportunities and Risks in ASEAN
   • The Positioning and Contribution of ASEAN in the Regional and Global Context.

3. Doing Business and Understanding Market Trends in ASEAN Countries
   • ASEAN Economic Development and Business Community.

4. ASEAN Job Opportunities
   • ASEAN Labor Economy and Human Resource Development.
   • Job Market Place and Job Strategies.

5. ASEAN and Asian Emerging Markets: From Exporting to Innovating
   • Leadership in the ASEAN Context.
 Emerging country of choice

4 months

**COURSE:**

Research Methodology RES 601
This course provides an overview and motivation for the use of qualitative and quantitative research methods, including observation, interviewing, questionnaires and surveys, and the use of case studies.

This course will provide students with the necessary background on research methodology in which to pursue their graduate research project.

**THESIS:**

Research Thesis RES 602
Specific to the region chosen
At the beginning of their graduate studies, students will choose or be assigned to a research topic for their Master thesis or research project.

Each student will work closely with a research advisor and will be encouraged to apply assignments and information from the classes to the development of their research plan.

They will meet with their advisor on a per need basis to ensure that they are progressing onto their project. The research work may be either internal or external (e.g., in the framework of an internship or at the student’s workplace).

The final result will be a major case study or a written thesis to be presented and defended prior to graduation.

STUDY GLOBALLY WITHOUT BORDERS
SEMINARY:

• Doing Business and Understanding Market Trends in chosen country / region.
• Job Opportunities in chosen country / region.
• Specific:

Ex 1: Oil & Gas Strategy and Management
• Geopolitical aspects and the changing dynamics.
• Pricing and impact on the global economy.
• Strategy and finance in the Oil & Gas field.
• Risk management and marketing plan.

Ex 2: Tourism Strategy and Management
• Geopolitical aspects and the changing dynamics.
• Tourism strategic options for getting out of Oil & Gas economy.
• Environmental development to sustain tourism and quality of life.
• Risk management and marketing plan.
Example of Faculty

**David Giang** MBA, MMGT
20 years of corporate experience in ASEAN and APAC. Former Asia Regional Manager at Air Liquide.

**Roberto Zanni** MBA, MA
Board Member Japan Tobacco International. Former President and Top Marketing Executive at JTI, Jacobs Suchard, Kraft Food, Unilever.

**Alain Haut** MSc, PGSBA
International executive and former EVP-HRD at IPSEN, Covance, Serono. Expert in performance improvement, leadership acquisition and development, change facilitation, human resources management.

**Samuel Wee** MBA, Certified Coach
Corporate & Executive Coach, Consultant and Facilitator. Over 30 years of executive experience across Europe, North America & Asia at Honeywell-Lucifer and McDonald’s.

**Manuela Borlovan** MSc, BSc, PMP
Project Manager Consultant for Endava IT Services in UK and Romania RomTelecom. Over 10 years of experience as PMP-PMI, expert in agile methodologies.

**Marina Papadopoulou** IFGP, PGSBA, MSc
Independent Financial Advisor in private banking. Former executive at Credit Suisse and BCV in Switzerland (Greece & Turkey).

**Nawal Tarazi** CAS, MMB, BSc
Senior credit and financial analyst. Former Vice-president and Director at Arab Bank and Citigroup in Jordan.

**Dessi Todorova** MBA, LLM, MSc.F
Former Brand & Marketing Director for Bata Group, General Mills and Alcoa Europe. Former top student at Harvard Business School.

**Gbenga Olowoye** MBA, PGCTPD, BSc.
Consultant in Organizational and Business Development, Entrepreneurship. Former executive in FMCGs, commodities and international development in Tanzania and Nigeria.

**Michel-Eric Ehrlich** ME, MAS
Professor of International Business in French business schools (INSEEC, ESDES, ESCI). Founder of DefiCom and European sales agent for multimedia products. Former Export Director for SICPA, Bolloré Group, L’Oréal.

**Felix Urech** AMP, MA
Former Country Manager at LVMH, Sales Director for Caran D’Ache and Head of Marketing for Credit Suisse Group. Advisor and coach to top management teams.

**Alfred Baybay** MBA, BA
Business Development Consultant for ASEAN countries. Head of Marketing and Business Development for GOW Corp. and Sone Care Technologies (USA).

**Jan Kooiman** ME, PGABE
International Senior Executive, former Deputy CFO and Member of the Board of Sony Europe. Former Board Member of Sony E-Solutions. Former Head of Central Administration of the City of Amsterdam. Expert in Financial and Business Operations (Corporate Finance, 6 Sigma).

**Elias Ashkar** MBA/MIM, BA
Former CEO of Satchi & Satchi MENA and GM of Coca-Cola in Eastern Europe. Worldwide experience with focus on Middle-East and Africa. Expert in international marketing strategy and implementation.
Requirements and Application

APPLICANTS MUST SUBMIT THE FOLLOWING MATERIAL TO REGISTER FOR ADMISSION:

- A completed and signed Application Form.
- Two Passport Size Photographs.
- A copy of the Applicant’s Passport.
- Certified copy in English of undergraduate/graduate degree.
- Certified copy in English of the official transcripts from the completed undergraduate/graduate program.
- Official score of the TOEFL or IELTS examination or Certified copy of the CAE (Certificate in Advanced English) (unless of English mother tongue). Visit www.toeflgoanywhere.org to find a TOEFL test location. Minimum. Requirements: TOEFL (PBT 500 / IBT 70) / IELTS 5.5 / TOEIC 630 / Cambridge certificate certified by ministry of education ©.
- Official score of the GMAT examination for MBA program or GRE examination for MBA, MA programs.
- Curriculum Vitae stating relevant professional experience.
- A non-refundable application fee of USD 200.

All applicants will be interviewed in person or by phone - if out of the country - with the Director of Admissions (waived for applicants with relevant professional credentials, e.g. CPA or CFA for the MBA program).

Duration: 6 + 6 + 4 months (16 months).

Location: Geneva (Switzerland), Bangkok (Thailand) and one emerging country of choice.

Tuition fees: 33,000 USD (includes the seminars, the courses and cultural/social program). Living expenses estimated: 1500 USD per month in Geneva / 800 USD per month in Thailand.

Starting dates: every two months. 6 per year (January, March, May, July, September, October)

Visa and Housing services available.

APPLY NOW

HOW TO APPLY?

Request an application by emailing our admissions office at admissions@ubis-geneva.ch or call:

+41 (0) 22 732 62 82

Visit our website www.ubis-geneva.ch for more information.
The University of Business and International Studies (UBIS) is headquartered in Geneva, Switzerland. It operates in many countries around the world and focuses on combining western education and emerging markets skills and opportunities.

UBIS offers dual Swiss/US Bachelor degree (3-4 years) and Master degree (1½ years) in Business Administration and International Relations (online, on-ground, and blended).

CEO Magazine recently ranked its MBA and EMBA programs as “Tier 1” and placed its MBA as No. 7 amongst Global MBA and No. 2 amongst Online MBA programs. With students from 40 different nationalities and faculties with notable field experience, our aim is to deliver a very individualized, multicultural learning experience.