



BACHELOR

BUSINESS
DEVELOPMENT

AN INNOVATIVE PROGRAMME IN PARTNERSHIP WITH:





WELCOME TO EBS GENÈVE

ENTER EBS GENÈVE, AND YOU WILL UNDERTAKE
INTELLECTUALLY CHALLENGING STUDIES,
GAIN MULTIDISCIPLINARY EXPERTISE AND
DEVELOP OPERATIONAL SKILLS!

50 years ago, EBS Paris designed the first international pathways in management in higher education. This pioneering, international and innovative spirit lingers on today through the creation of **EBS Genève** and the launch of **EBS Genève's Bachelor's Degree in Business Development**.

EBS Genève is a **higher education institution** which is entitled to deliver a **Bachelor's Degree** and is aimed at training, in three years, quick-minded **operational managers** ready to meet tomorrow's challenges.

EBS Genève deploys not only a **culture**, but also a genuine **expertise** for its students with an original curriculum focusing on **Entrepreneurship, Digital World, Innovation** and **Creativity** (EDIC), in a world that grows increasingly open and connected.

Action-based learning and **'Learning-by-building'** approaches are used in many student projects and application workshops. The teaching staff offers **tailored support** which helps students to know themselves and devise a career plan.

Drawing on its connection with the **INSEEC U. Group**, EBS Genève is in the heart of a teaching community which is both academic and vocational and is made up of two recognised Schools (**EBS Paris** and **CREA Genève**) and many **international companies**.

EBS Genève's Bachelor's Degree in Business Development **encompasses an international dimension**: students will benefit from an enriching educational experience on the Paris, San Francisco and London campuses with Design Thinking, Coding, Start-Up seminars among others, and a study abroad semester during their third year.

EBS Genève has the ambition to provide its graduates with **reference points so that they can develop as people**, and to help them build stimulating **work relationships** through networking.

OUR MISSION

Our objective is to train, in 3 years, operational managers who are corporate ready in the marketing, management and finance sectors by developing their passion for entrepreneurship and the digital world in an international environment.

OUR AREAS OF FOCUS

ENTREPRENEURSHIP

DIGITAL WORLD

INNOVATION / INTERNATIONAL EXPOSURE

CREATIVITY

Training objectives

The Bachelor's Degree in Business Development is a 3-year programme to build a career plan and acquire the expertise thanks to a wide array of skills, in terms of both know-how and soft skills.

SOFT SKILLS

Develop
a critical sense

Reflect
on the added value
you can represent

Take risks

Dare think imaginatively
and creatively

Learn how to work
well with others

**Be able to understand
and manage**
complex situations

Become socially involved and have
a strong work ethic

KNOW-HOW

Master the fundamentals
of Marketing, Management,
Finance and the Digital World

Identify issues

Assess the feasibility
of a project and its launch

Develop
an entrepreneurial mindset

**Show quick-wittedness
with the applications,**
occupations and business models related
to digital technology

**Understand challenges
and opportunities
in business**

This programme helps students master the basics of marketing, management, finance, and the digital world, and adapt to the changing labour market in order to move forward throughout their professional careers.

The pedagogical project for this training maintains the programme's consistency and relevance. It is built around 4 areas of focus:



Entrepreneurship



Digital
world



Innovation



Creativity



EBS Genève

AN ACTION-BASED PEDAGOGICAL APPROACH

- Boost Yourself: student project structured around self discovery and career ambitions
- Digital Immersion: Coding Factory, Growth Hacking
- Workshops, Student Projects and Business Games: Entrepreneur Facets, Product Launch, Design Thinking, Sustainable Development, Entrepreneurship and Innovation Project, Introduction to Forex Trading
- Borderless Project: social, humanitarian or cultural project

INTERNATIONAL EXPOSURE

- Students who are admitted into the first year of studies spend their 3rd year entirely abroad
- Academic semester in London
- 6-month internship abroad
- Digital Learning Expedition to San Francisco

OUR STRENGTHS

- An EDIC culture (Entrepreneurship, Digital World, Innovation and Creativity)
- The 'Learning-by-building' approach: active teaching methods through collaborative projects
- Training courses delivered by professionals
- Student internship experiences of up to 10 months, which help for subsequent corporate recruitment
- An extensive pedagogical experience
- Involvement of leading brands and partner companies in the student training
- International exposure
- TOEIC preparation

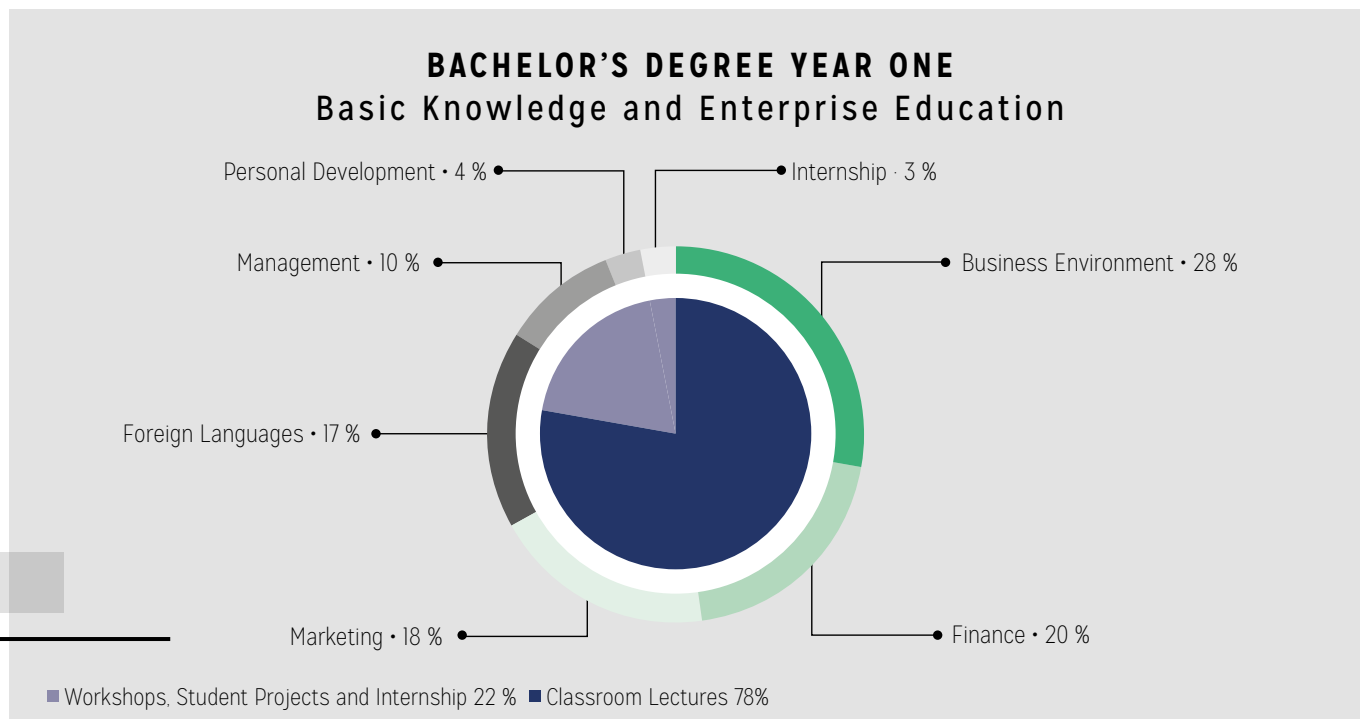
EMPLOYMENT SUPPORT

- 3 internship periods giving a business experience of up to 10 months
- Trades conferences

3-year Bachelor's Degree study plan

> If you start your degree studies in Year One*

The curriculum consists of the basics and workshops consolidated by internships lasting 10 months in total so that you can develop a multidisciplinary expertise which will help you carry out operational functions in your career.



> **Business Environment**

Geopolitics, Office Tools, Law, Economic Analysis and Policy, Culture and Society, European Cooperation and Development

> **Finance**

General Accounting, Financial Analysis, Management Mathematics

> **Marketing**

Marketing Basics, Selling Techniques, Market Research, Creativity Through Art and Theatre, Coding Factory, Sustainable Development

> **Foreign Languages**

English, Second Foreign Language

> **Management**

Sociology and Management, The Humanities, Entrepreneur Facets

> **Personal Development**

Boost Yourself

> **Sales Internship**

From 4 to 8 weeks

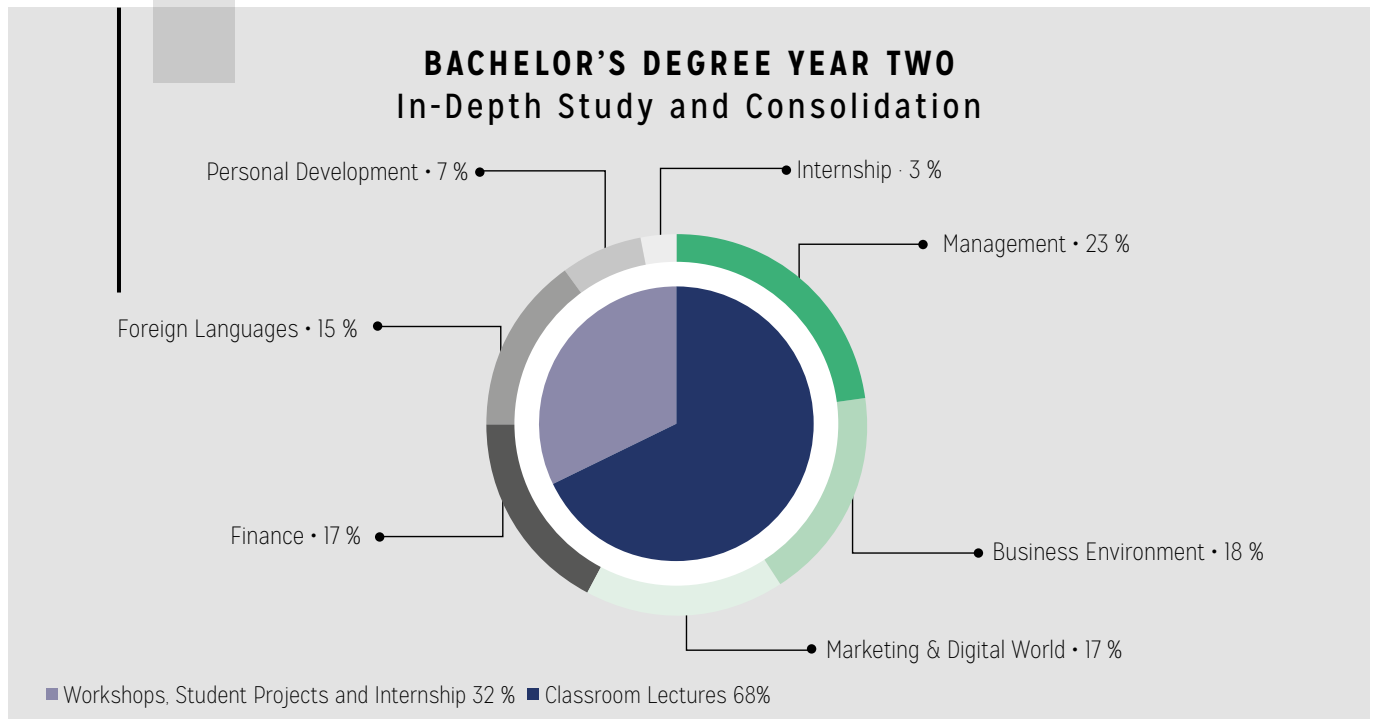
Highlights of Year One

Sustainable Development
Creativity Through Art
and Theatre
Coding Factory
Selling Techniques
Internship

* All courses are delivered by a team of professionals and experts, and ECTS Credits are awarded in accordance with the Bologna Agreements.

**TOTAL ECTS
CREDITS · 60**

3-year Bachelor's Degree study plan



> **Business Environment**

Geopolitics, Law, Microeconomics, International Monetary Economics, Office Tools

> **Management**

Develop a Critical Sense, Human Resource Management, Business and Management Practice Ethics, Business Games, Project Management, Organisational Management, New Business Models of the Digital Economy

> **Marketing and Digital World**

Marketing & Innovation, Digital Learning Expedition (1 week in Paris + 3 weeks in San Francisco), E-Commerce, Product Launch

> **Finance**

Financial Mathematics, Cost Accounting, Financial Management, Audit

> **Foreign Languages**

English, Second Foreign Language

> **Personal Development**

Boost Yourself, Borderless Project

> **Enterprise Education Internship**

From 4 to 8 weeks

Highlights of Year Two

Digital Learning Expedition

(1 week in Paris + 3 weeks in San Francisco)

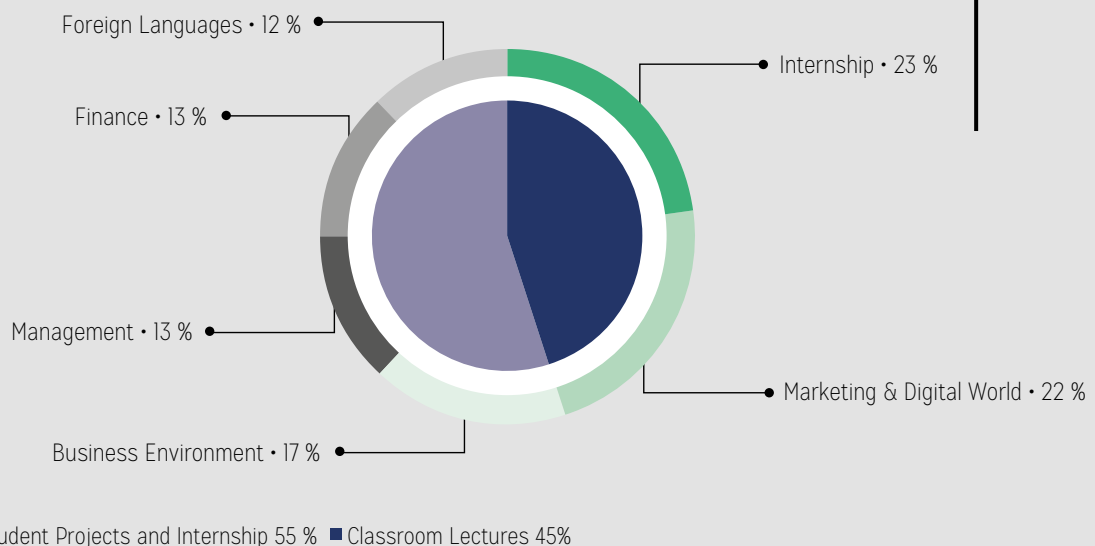
Product Launch Workshop

Borderless Project Internship

**TOTAL ECTS
CREDITS · 60**

3-year Bachelor's Degree study plan

BACHELOR'S DEGREE YEAR THREE International Exposure and Professionalisation



› Academic semester in London taught 100% in English

- Growth Hacking
- The 4th Industrial Revolution
- Artificial Intelligence
- Coding
- Start-Up Finance, Venture Capital
- Student Project: Creating a Digital Bank
- London Global City
- Advanced Integrated English
- Public Speaking and Presentational Skills
- Prototyping & Innovation
- Digital Business

› Professional internship abroad 6 months

Highlights of Year Three

Full academic year abroad

Career orientation

(6-month internship)

Growth Hacking

Artificial Intelligence

Student Project

(Creating a Digital Bank)

London Global City

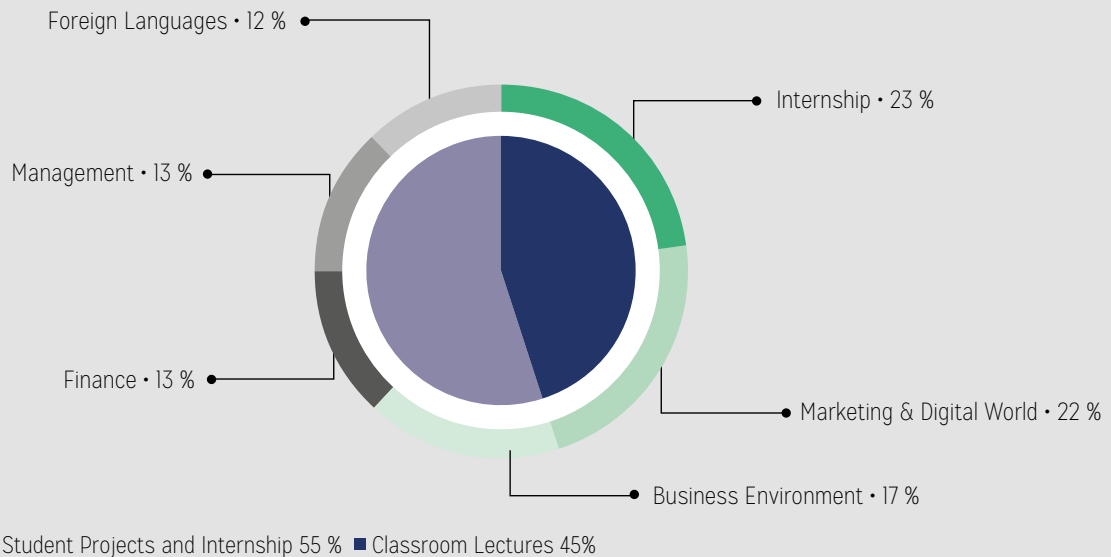
TOTAL ECTS
CREDITS · 60

1-year Bachelor's Degree study plan

> If you start your degree studies in Year Three*

The curriculum focuses on the consolidation of acquired skills, the immersion programme on the London campus and the 6-month internship, and provides you with work-readiness skills.

BACHELOR'S DEGREE YEAR THREE In-Depth Study and Consolidation



> **Business Environment**

Geopolitics, Business Environment Basics, Office Tools

> **Management**

Management Basics, Global Business Strategy, Business Game

> **Marketing & Digital World**

Marketing Basics, Digital Marketing, Creativity Through Art and Theatre, Entrepreneurship and Innovation Project

> **Finance**

Finance Basics, Introduction to Forex Trading

> **Foreign Language**

English

> **London campus - 3 months**

curriculum taught 100% in English

The 4th Industrial Revolution, Artificial Intelligence, Coding, Start-Up Finance, Venture Capital, Student Project: Creating a Digital Bank, London Global City, Advanced Integrated English

> **Professional internship abroad**

6 months

Highlights of Year Three

Consolidated
basic knowledge

3 months in London

Career orientation
(6-month internship)

Entrepreneurship
and Innovation Project

Student Project
(Creating a Digital Bank)

London Global City

**TOTAL ECTS
CREDITS · 60**

* All courses are delivered by a team of professionals and experts, and ECTS Credits are awarded in accordance with the Bologna Agreements.

Academic calendar

FIRST YEAR INTAKE

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT
Bachelor's Degree in Business Development, B1: Year 1													
Start of the academic year	Lectures							Internship					
Bachelor's Degree in Business Development, B2: Year 2													
Start of the academic year	Lectures							Internship					
Bachelor's Degree in Business Development, B3: Year 3													
Start of the academic year	London Campus				Internship Abroad						Graduation		

THIRD YEAR INTAKE

	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP
Bachelor's Degree in Business Development, Admission in 3 rd year (B3)													
Rentrée	Geneva Campus				London Campus				Internship				Graduation





BENEFITS AND OCCUPATIONS

○ Strengths of our Bachelor's Degree in Business Development

We train, in 3 years, operational managers who are corporate ready in the marketing, management and finance sectors by developing their passion for entrepreneurship and the digital world in an international environment.



**Innovative curricula
Project-Based Learning
A 'Learning-by-building' approach**



**Student internship experiences
of up to 10 months, which help
for quick corporate recruitment**



**Multicultural immersion
experiences**



**A digital and entrepreneurial
culture to develop
your own project**



**Gain a firm grasp of the basics
so as to study further and choose
the Master's Degree which
is best for you**



Targeted Careers

EBS Genève prepares you to gain access to top jobs in private or public companies of all sizes and in all business sectors, and become an expert in:



Marketing, Communication and Digital World

E-Commerce Project Manager, Product Manager, Marketing Manager, Web Marketing Manager, Advertising Manager, Merchandising Manager, Communication Manager, Community Manager, Web Project Manager, Digital Brand Manager...



Trade Negotiation

Area Manager, Sales Manager, Export Manager, Store Manager, Account Manager, Branch Manager...



Finance and Accounting

Financial Analyst, Mergers and Acquisitions Analyst, Bank Auditor, Financial Advisor, Management Controller, Asset Manager, Risk Management Analyst...


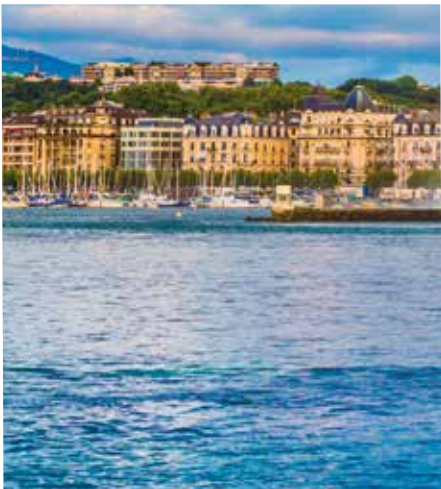


Development


Development Manager, Recruitment Officer, Procurement Manager, Export Manager...



GENEVA



**CLOSE TO THE
HEADQUARTERS
OF TOP COMPANIES**
Les Acacias Area



PARIS

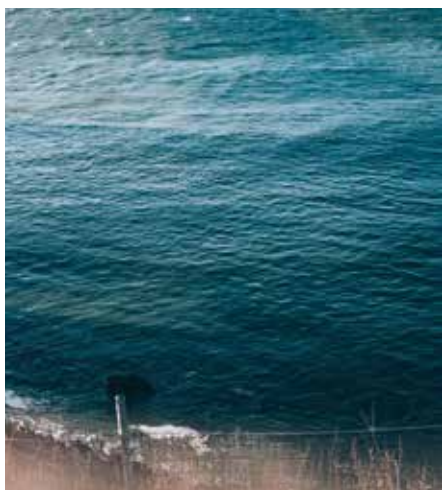


**A CAMPUS
IN THE VERY HEART
OF PARIS**
Tour Eiffel Area





SAN FRANCISCO



**THE ENTREPRENEURIAL
AND DIGITAL ADVENTURE
ON THE SAN FRANCISCO
CAMPUS**
Financial District



LONDON

**A CAMPUS IN
THE VERY HEART
OF LONDON**
Marylebone Area



EBS-GENEVE.COM

ADMISSION IN FIRST YEAR (B1)

Admission in first year is based on student records. The Bachelor's Degree in Business Development is open to secondary school students who hold:

- A secondary education diploma
- A Swiss school leaving certificate (Maturité fédérale)
- A general knowledge certificate
- A Swiss diplôme de commerce
- A Swiss CFC (certificat fédéral de capacité)
- A French or international Baccalauréat, or any qualification deemed to be equivalent

ADMISSION IN THIRD YEAR (B3)

Admission in third year is open to students who:

- Are about to successfully complete or have successfully completed 2 years of higher education
- Hold a qualification which is equivalent to Bac+2 (Swiss brevet fédéral, French DUT, BTS, L2 with 120 ECTS credits...)
- Wish to specialise and acquire skills in management, entrepreneurship and digital technologies

The assessment of students' academic backgrounds are based on:

The academic transcript of the last diploma obtained, and the transcripts of the last three terms. A motivation interview completes the application file.

DURATION OF STUDIES

3 years

COST

15 500 CHF/year

ADMISSIONS CONTACTS

Online applications: insec.education

Admissions Office:

Internationaladmissions@insec.com,

+33 (0)1 58 56 14 52

ADDRESS

Bâtiment 43L, Route des Acacias,
1227 Genève, Suisse

EBS GENEVE IS PART OF THE MANAGEMENT CENTER OF INSEC U., FRANCE'S LEADING HIGHER EDUCATION INSTITUTION.

INSEC U. IS A PROUD MEMBER OF:



MANAGEMENT

ENGINEERING
SCIENCE

COMMUNICATION
& DIGITAL

POLITICAL
SCIENCE

AREAS OF
EXPERTISE