

## About UBIS

- Swiss university with small size intakes and classes for personalized education.
  - Specialized BBAs and MBAs
  - Network of 12 campuses worldwide
- Full English classes.

## Our programs :

- Bachelors, MBA, MsC in International Relations, DBA, and Industry Specific Certificates.
- Students from 40 different countries.



Our Campus

Bachelor in Business Administration in Management & Entrepreneurship

Double US accredited degree : BA from Patten University (Bachelor of Arts, Oakland, California)

# Permanent Intake



Our class room !...your challenges !

- Permanent intake
  - One Intake per month minimum.
- Intake and classes of 10 to 14 students maximum
  - Each intake is a group called a UBISTeam
- Calendar of study in 2 semesters of 10 weeks each
- Alternately **Online Study with tutoring and Seminars on group projects**

Bachelor in Business Administration in Management & Entrepreneurship

Double US accredited degree : BA from Patten University (Bachelor of Arts, Oakland, California)

# A Unique pedagogy in Europe

## Learning by doing

- Team building Seminars
- Alternately Online Study and Seminars
- Groups of 3 to 4 students in project mode
  - Theory concepts: Online with Tutoring
  - Seminars with professionals
  - Apply theory on your projects
- Permanent supervision by professional Coaches/Consultants
- Company and institutions visits



**Live your school !**  
**Live your project !**

# Our vision: bonding with UBIS Team Building Camps



One week of total immersion at the beginning of each semester

- Live together
- Face and solve challenges together
- Succeed often, fail sometimes, in teams
- Discovering new problems, solve them with pairs
- Know each others
- Discovering management and personal interactions
- Live though conflicts and a lot of fun together
- Know and appreciate each others strength and weaknesses



**At the end of the UBIS Team Building Camp week, each UBIS Team has become a tight group of young adults who have acquired the UBIS spirit....reading to face the challenge of making their group project a success**

# UBISTeam BBA Program

**Year 1:  
Fundamentals**

**Year 2:  
Management  
processes**

**Year 3:  
Concentrations**

**Year 1:** two semesters of 10 weeks

- 2 weeks of UBISTeam Building Camp
- 9 weeks of seminars with project applications
- 7 weeks of Online courses with tutoring
- 2 weeks of exams and project presentations (launch)

**Year 2:** two semesters of 10 weeks

- 2 weeks of UBISTeam Building Camp
- 5 weeks of seminars with project applications
- 11 weeks of Online courses with tutoring
- 2 weeks of exams and project presentations (launch)

**Year 3:** two semesters of 10 weeks

- 2 weeks of UBISTeam Building Camp
- 5 weeks of seminars with project applications
- 11 weeks of Online courses with tutoring and Concentrations
- 2 weeks of exams and project presentations (launch)

## Semester 1

	Format	Objective
Week 1	Seminar :Team Building	Team Building and Project choice, tutoring and UBIS Pedagogy
Week 2	Seminar: Project Management	Goals of project members, learning how to work together, methods of projects management
Week 3	Patten Online Learning	Tutoring: learning to study online. Online study: English Reading and Composition + Communication
Week 4	Seminar: Project Management	Build project vision and project scope
Week 5	Seminar: Accounting 1	Accounting fundamentals. Profit and Loss, learn how to use your accounting system
Week 6	Patten Online Learning	Tutoring: how to search, sort, store and retrieve information Online Study: Critical Thinking, reading and writing + College Algebra
Week 7	Seminar: Marketing 2	Team Management: problem solving in team, team building techniques, working with enhanced productivity
Week 8	Patten Online Learning	Tutoring on difficulties encountered on Online Learning, enhance your action plan Online tests: English Reading and Composition + Communication + Critical Thinking, reading and writing + College Algebra
Week 9	Seminar : Marketing	Principles of marketing. Project "customer's" targets and media. Consumer behavior
Week 10	Final week	Semester wrap up. UBIS Exam. Semester social event.

## Semester 2

	Format	Objective
Week 1	Seminar :Team Building	Team Building and Project milestone assessment,
Week 2	Seminar: Accounting 2	Balance Sheets. Shareholders, Assets, amortizations and depreciations
Week 3	Patten Online Learning	Tutoring: mastering your learning capabilities Online study: Computer Literacy
Week 4	Seminar: Project Management	Build and follow project costs, resources, activities and budget
Week 5	Patten Online Learning	Tutoring: team sociological profile Online Study: Sociology Project work: group sociology
Week 6	Patten Online Learning	Tutoring: build a company rules and guidelines Online Study: Social Ethics Project work: build Project "Corporate Social Responsibilities" guidelines
Week 7	Seminar: Marketing 2	Online visibility. Websites tools and design. Website project management. Building project website. Community management fundamentals.
Week 8	Patten Online Learning	Tutoring: where to find valuable economical information Online Study: Microeconomics Checking that all Online tests are passed
Week 9	Seminar: Team Management 2	Acquiring resources. Focusing on your own expertise
Week 10	Final week	Semester wrap up. UBIS Exam. Presenting your project. Semester social event.

## Semester 1

	Format	Objective
Week 1	Seminar: Team Building	Team Building and Project choice, tutoring and UBIS Pedagogy
Week 2	Seminar: Project financing	Project life cycle and financing bodies. Cash management, crowdfunding, IRR, loans and equity
Week 3	Patten Online Learning	Tutoring: Stats and graphs for impact presentations Online study: Statistics
Week 4	Seminar: Digital Strategies	Corporate digital image, e-reputation, viral information, business intelligence on the digital age
Week 5	Patten Online Learning	Tutoring: dark web and weak signal research tools Online Study: Research methodology
Week 6	Patten Online Learning	Tutoring: tools of corporate communication Online Study: Organizational and business communication
Week 7	Seminar: Growth Hacking	Growth hacking techniques. Create your project growth hacking strategy and build relationship with growth hacking community Tutoring on difficulties encountered on Online Learning
Week 8	Patten Online Learning	Online tests: Research methodology + Statistics + Organizational and business communication
Week 9	Patten Online Learning	2 other courses of student's choice to specialize on 1 topic
Week 10	Final week	Semester wrap up. UBIS Exams. Project review and pitching in front of professional community. Semester social event.

## Semester 2

	Format	Objective
Week 1	Seminar: Team Building	Team building and project milestone assessment,
Week 2	Patten Online Learning	Leadership in Organizations and Business Management Tutoring: master online personal visibility
Week 3	Online Learning	Online study: online MOOC on personal branding and visibility
Week 4	Seminar: Business Modeling	Build project business plan over 3 years Tutoring: become curious become and expert
Week 5	Online learning	Online Study: become and expert based on project experience Project work: create a road map of expertise learning
Week 6	Patten Online Learning	Online test: Leadership in Organizations and Business Management
Week 7	Seminar: Personal communication skills	Elevator pitch. Produce successful documents. Motion Design.
Week 8	Reverse Online Learning	Tutoring: Producing videos Produce an online presentation and video of project
Week 9	Reverse Online Learning	Testimonials of project team and work.
Week 10	Final week	Semester wrap up. UBIS Exam. Presenting project in front of professionals. Semester social event.

## Semester 1

	Format	Objective
Week 1	Seminar: Team Building	Team Building and Project choice, tutoring and UBIS Pedagogy
Week 2	Seminar 1:	International Banking and Finance Seminar Or International Relations and Conflicts Seminar
Week 3	Patten Online Learning	Financial Accounting (online) or Conflict Management (online)
Week 4	Patten Online Learning	Managerial economics (online)
Week 5	Seminar 2:	International HR Management Seminar or International Organizations Seminar
Week 6	Patten Online Learning	Financial Accounting (online)
Week 7	Patten Online Learning	Business laws and ethics
Week 8	Seminar 3:	Supply Chain Management Seminar or NGO Management Seminar
Week 9	UBIS Online Learning	UBIS Online learning and Tutoring : Career Workshop Online Seminar
Week 10	Final week	Semester wrap up. UBIS Exams. Project review and pitching in front of professional community. Semester social event.

## Semester 2

	Format	Objective
Week 1	Seminar: Team Building	Team Building and Project choice, tutoring and UBIS Pedagogy
Week 2	Patten Online Learning	Financial Accounting (online) or Conflict Management (online)
Week 3	Online Learning and Tutoring	Tutoring: present your real skills Group work : make your achievements visible and land your project page
Week 4	Online Learning and Tutoring	Tutoring: express your tastes and professional dreams Group work: brainstorming on "dream job" and "industry »
Week 5	Seminar 2:	Export Procedures and Practices Seminar or International Prospective Seminar
Week 6	Online Learning and Tutoring	Tutoring: build your professional network, how to behave in a business network meeting Group work : Finance your project
Week 7	Online Learning and Tutoring	Tutoring: feedback form business meetings, draw your professional roadmap Group work : Create a crowdfunding campaign
Week 8	Online Learning and Tutoring	Tutoring: feedback form business meetings Individual work : Create a personal video on LinkedIn
Week 9	Seminar 3:	Business Information Systems Seminar or World Political Affairs since 1919 Seminar
Week 10	Final week	Semester wrap up. UBIS Exams. Project review and pitching in front of professionals. Semester social event.



# Our accreditations

## Swiss federation accreditation

- EduQva : Education and learning Swiss accreditation association

## International accreditations

- IACBE : International Assembly for Collegiate Business Education
- ISO 29990
- CHEA : Council for Higher Education Accreditation

## US Accreditation (Double Degree with Patten University)

- WASC : Western Association of Schools and Colleges



# Tuition fees and other info

## Tuition Fees

- **12.500 € / year**

## Conditions of admission

- Highschool level
  - Or 1, 2, 3 years of college
- IELTS or TOEFL
  - or certification from previous college
- You feel weak in English proficiency ?
  - We have a solution !
  - Intensive 2 month English school

## UBIS Geneva

Rue de Lausanne, 94  
Genève 1202

Tel:+41 22 732 62 82

[info@ubis-university.com](mailto:info@ubis-university.com)

[admissions.bba@ubis-university.com](mailto:admissions.bba@ubis-university.com)

## In Short....

- 10 to 14 students per UBISTeam
- 2 weeks UBISTeam building Camps / year
- 3 to 4 students per group project
- Learning by doing in seminars
- Permanent supervision by Coaches and Consultants