

# 01

business  
banking  
tourism

# mba

Since IUKB introduces an BBA programme the main aim has always been to bring together the best of two worlds: the well known international approach to business on the one hand and the excellence of Swiss education on the other hand.

## A Swiss flavour

Switzerland has built most of its reputation on two industries: banking and tourism. It is logical for an institution recognised by the Swiss Government to create an MBA course with a special focus on those two subjects. This «Swiss flavour» is obtained by a genuine choice: numerous study cases are to be chosen in relation to banking or tourism industries, and discussed in interdisciplinary workshops. In this way, not only the students majoring in one of the two subjects, but also those choosing the third one (business), will be able to take a closer look at Swiss experience, practice and quality.



## key features

The programme associates core courses with case studies exclusively related to banking or tourism or management.

The whole curriculum is offered mostly in a multicultural environment.

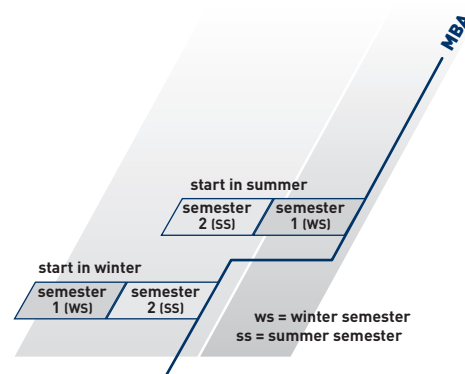
Students can major in Tourism, Banking or Business.

English courses are offered to students who do not reach the minimum prerequisites.

## structure

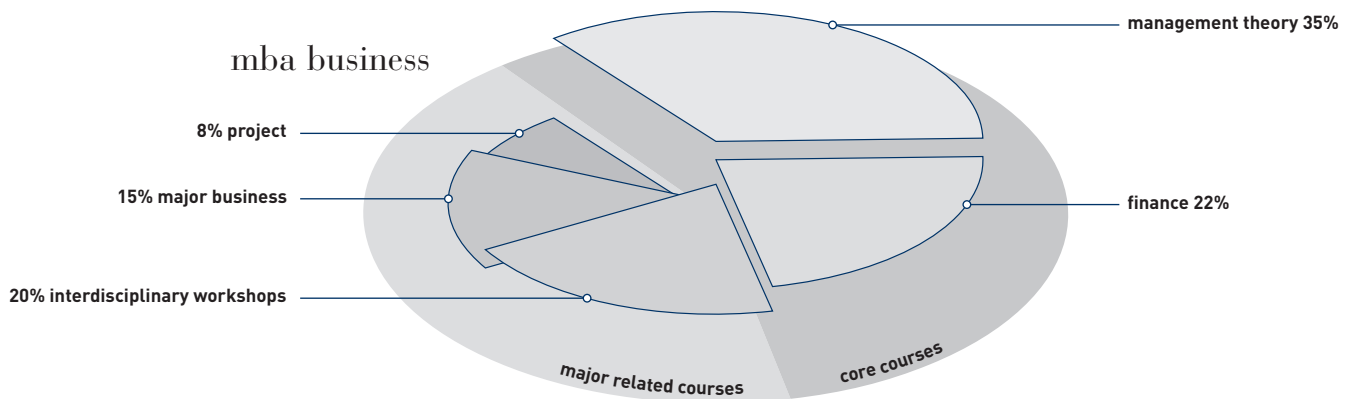
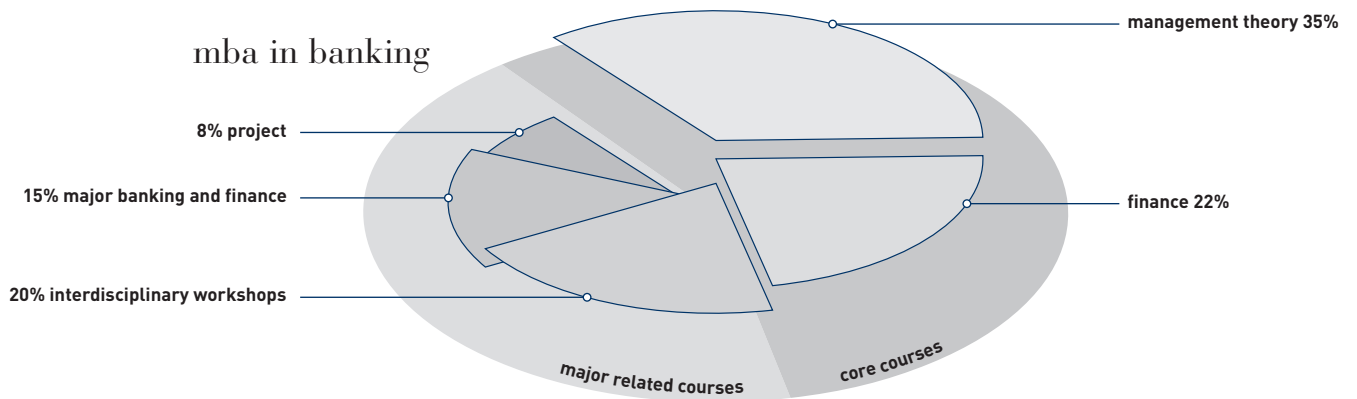
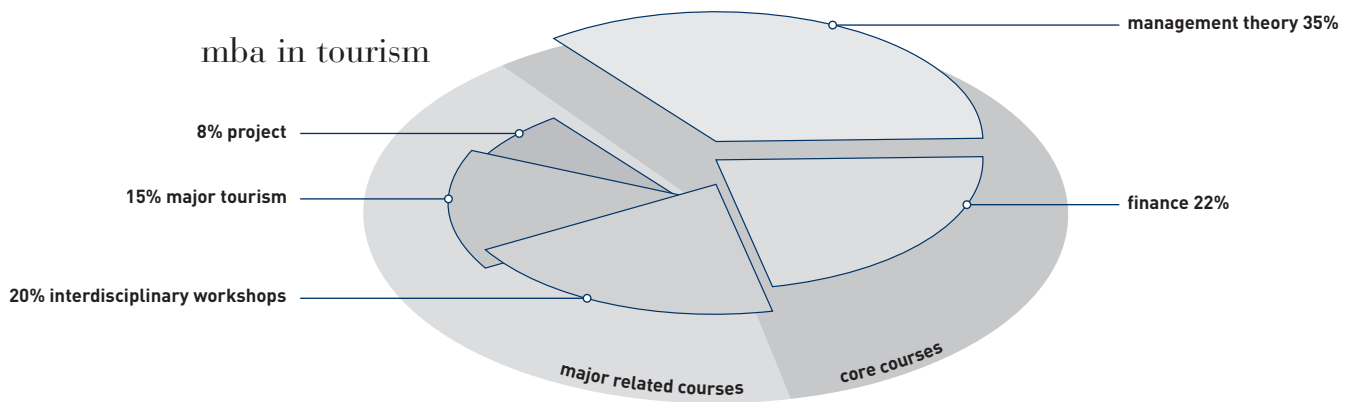
The MBA programme is divided into two semesters, each of which can be followed separately. Due to interdisciplinarity, for which IUKB is a center of excellence in Switzerland, all profiles (Tourism, Banking, Business) share many common workshops. According to their major, students are offered to develop specific aspects in the cases discussed.

This peculiar structure allows students to divide their workload (i.e. attendance, personal work and reading, assignments and exams, as defined by the ECTS structure) in two almost equal parts between core courses and courses related to their major (including interdisciplinary workshops), as one can see in the profiles on the opposite page.



## profiles

The IUKB MBA programme is offered over a period of 2 semesters and totals 60 ECTS credits. Three distinct profiles can be drawn from the interdisciplinary approach of the programme.



## COURSE PROGRAMME

|                        |                               |                                                                                                                                                                                                |
|------------------------|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Winter Semester</b> | Management Theory 1           | <ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• Leadership</li> <li>• Negotiation</li> <li>• Human Resources Development</li> </ul>                                   |
|                        | Interdisciplinary Workshops 1 | <ul style="list-style-type: none"> <li>• Marketing Management in Tourism</li> <li>• Leadership in Tourism</li> <li>• Negotiation in Banking</li> <li>• Human Resources in Banking</li> </ul>   |
|                        | Finance                       | <ul style="list-style-type: none"> <li>• Financial Accounting</li> <li>• Financial Management</li> <li>• Financial Accounting (Workshop)</li> <li>• Financial Management (Workshop)</li> </ul> |

|                        |                               |                                                                                                                                                           |
|------------------------|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Summer Semester</b> | Management Theory 2           | <ul style="list-style-type: none"> <li>• Global Business</li> <li>• Operations Management</li> <li>• Entrepreneurship and Business Development</li> </ul> |
|                        | Interdisciplinary Workshops 2 | <ul style="list-style-type: none"> <li>• Entrepreneurship in Tourism</li> <li>• Operations Management in Banking</li> </ul>                               |
|                        | Finance 2                     | <ul style="list-style-type: none"> <li>• Managerial Accounting</li> </ul>                                                                                 |

### Major Tourism

- Total Quality Management
- Hospitality Marketing
- Business, Society and Environment

### Major Banking

- Financial Strategy and Policy
- Investment Management
- International Business and Finance

### Major Business

- Total Quality Management
- Business, Society and Environment
- Financial Strategy and Policy

## MBA