

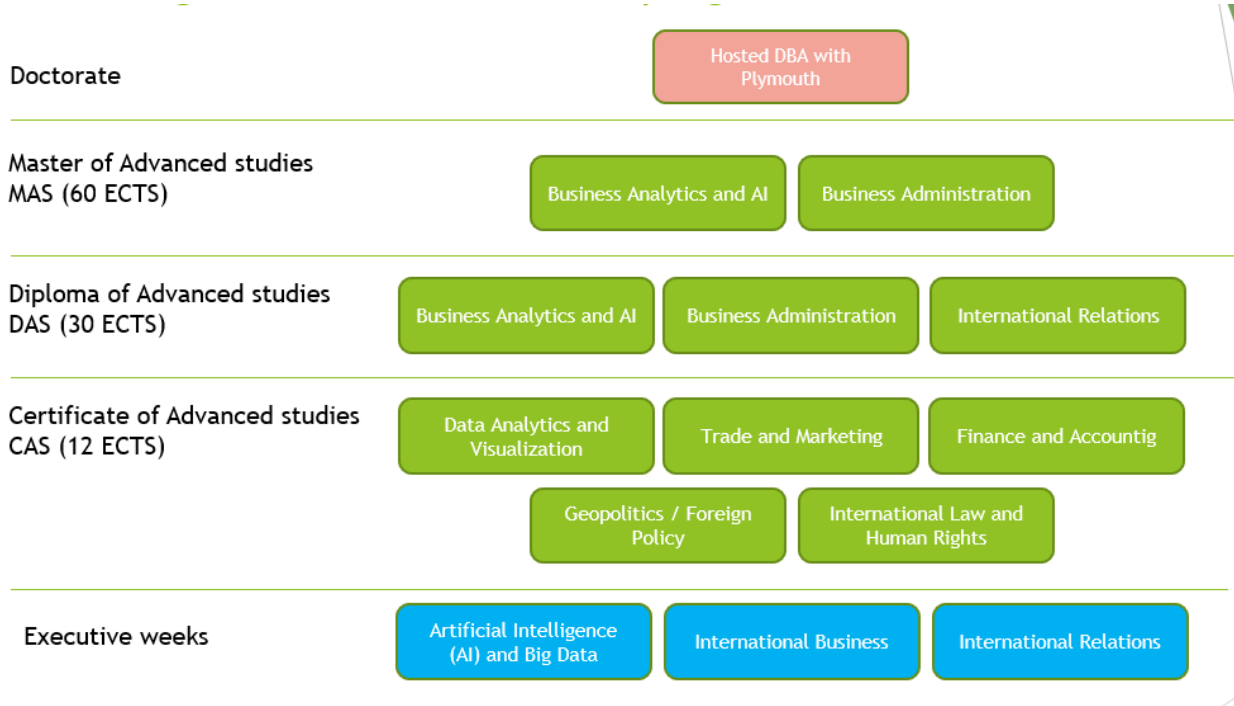
INTERNATIONAL INSTITUTE IN GENEVA

Continuing education



EXECUTIVE EDUCATION OFFERING

The International Institute in Geneva (IIG) is an accredited academic institution offering bachelor and master programs as well as executive education in International Business, International Relations, Computer Science and Business Analytics. IIG has over twenty-two partnerships in the world including double degrees with the University of Plymouth (UK) and Boston University (USA)



DOCTORATE OF BUSINESS ADMINISTRATION (DBA)

Hosted by IIG and managed by the University of Plymouth, the Doctorate of Business Administration (DBA) program is designed for working professionals who would like to take their critical and analytical skills to a new level and enhance their professional credentials. The program, which is a partnership with the University of Plymouth and the International Institute in Geneva, will enable you to earn a British accredited doctoral degree by attending the taught phase workshops in Geneva. You will begin your journey by identifying a real-world problem within your organization that is directly relevant to you. Your research will lead you to create novel tools to address that problem and improve the practice of management long term. The program starts in October of each year and participants will have the flexibility to attend these workshops and then conduct their research online under the guidance of assigned supervisors. We offer the flexibility to fit around your professional commitments.

Program:

Year 1	Year 2	Year 3
1- Advanced Qualitative Research Methods for Doctoral Study	Research proposal preparation and validation phase	Thesis production
2- Advanced Quantitative Research Methods for Doctoral Study	workshops and seminars to help you to develop a Research Proposal under the supervision of a research advisor.	
3- Applying Theory to Professional Practice		

Key benefits:

- Studied part-time and designed for working professionals who have the motivation to expand their knowledge/skills and get a degree without interrupting their work.
- Direct involvement with the Plymouth Business School research community.
- Workshops conducted at the International Institute in Geneva which provides access to the region with major private and public organizations such as Nestle, Procter and Gamble, United Nations, World Trade Organization, WHO, Red Cross.
- Enables you to contribute to the knowledge of your professional practice

Duration: 3 years

Diploma / Certificate at the end of the program: Doctorate of Business Administration

MASTER OF ADVANCED STUDIES (MAS) - 60 ECTS

MAS 1. MASTER OF ADVANCED STUDIES (MAS) IN BUSINESS ADMINISTRATION (MBA)

The Master of Business Administration (MBA) is designed for young professionals interested in pursuing a career in business management. The MBA provides a comprehensive introduction to today's global business environment: what are the key challenges facing companies? How are businesses successful at an international level? Why are business ethics and social responsibility crucial? Students have the opportunity to pursue a second degree at Boston University master's degree program in an abbreviated time frame upon successful completion of the (IIG)'s master's degree. Students will complete no less than 8 required courses to fulfill the requirements of the Boston University master's degree as well as a capstone course and a minimum GPA of 3.0.

Program:

Fall	Spring
Global Economics & Development	Change Management & ESG
Logistics & Project Management	Global Marketing in the Digital World
Introduction to Big Data Analysis	Corporate Finance & Risk Management
Financial Reporting and Analysis	Turning Idea to Success
	Corporate Strategy - Capstone Course

Key benefits:

- Learning in a dynamic environment in Switzerland with a multicultural student body and faculty with "real world" experience.
- Providing practical skills to advance personal and professional goals.
- Exploring the latest business theories and practices.
- Gaining insight into global businesses, their management and operations.
- Optional double degree with Boston University. Study tour to Silicon Valley. Teaching on campus

Duration: 1 year

Diploma / Certificate at the end of the program: Master of Advanced studies (MAS) - 60 ECTS

MAS 2. MASTER OF ADVANCED STUDIES (MAS) IN BUSINESS ANALYTICS AND AI

It is commonly accepted that data drives the 21st century. In today's world, everything is data-driven. Companies have more information about their business environment than ever before. And increasingly, they are recognizing the value of data to better understand the market and outpace competitors. In all sectors of the economy, companies urgently need analytics professionals to interpret this data and drive business transformation and growth. Business analytics, data analytics and decision making are nowadays closely related. Successful companies all over the world are looking for young talents to bring their ability to drive growth further thanks to data. Our Msc in Business Analytics and AI at the International Institute in Geneva is a practical program that echoes current data trends to train the next wave of data-savvy professionals. Students have the opportunity to pursue a second degree at Boston University master's degree program in an abbreviated time frame upon successful completion of the IIG's master's degree. Students will complete no less than 8 required courses to fulfill the requirements of the Boston University master's degree as well as a capstone course and a minimum GPA of 3.0.

Program:

Fall	Spring
Introduction to Big Data Analysis	Change Management & ESG
Global Economics & Development	Cloud Computing and Data Analytics
Programming for Data Analytics and AI	Data Visualization & Storytelling
Logistics & Project Management	Turning Idea to Success
	Business Analytics - Capstone

Key benefits:

- Multi-disciplinary program blending technology and business.
- Balance of theory and practice with case studies and hands on exercises with real data.
- Explore the latest technologies and practices in Big Data, Data Science and Artificial Intelligence.
- Learn one of the key skills employers are looking for the most, Cloud Computing, and add more value to your Masters by earning Amazon Web Services certificate.
- Developed and delivered by data analytics experts from industry and academia
- Optional double degree with Boston University. Hybrid format of teaching (on campus or ONLINE for working professionals; exams IN GENEVA twice a year)

Duration: 1 year **Diploma / Certificate at the end of the program:** Master of Advanced studies (MAS) - 60 ECTS

DIPLOMA OF ADVANCED STUDIES (DAS) - 30 ECTS

DAS 1. DIPLOMA OF ADVANCED STUDIES (DAS) IN APPLIED DATA VISUALISATION and ANALYSIS for BUSINESS

The Diploma of Advanced Studies (DAS) in APPLIED DATA VISUALISATION AND ANALYSIS is a specialized postgraduate program designed to provide professionals with advanced skills in analyzing and interpreting complex data sets. The program typically covers key areas such as statistical methods, machine learning, data visualization, and big data technologies. It equips participants with the knowledge needed to make data-driven decisions in various industries, including finance, healthcare, and technology. A DAS in Data Analytics is ideal for those looking to deepen their expertise and apply analytical techniques to solve real-world problems. The credits earned with the DAS are eligible for the Master of Advanced Studies (MAS).

Program:

Fall	Spring
Introduction to Big Data Analytics	Cloud Computing and Data Analytics
Artificial Intelligence and Applied Machine Learning	From Data to Insights: Visualization & Story-telling with data
	Capstone project

Key benefits:

- Multi-disciplinary program blending technology and business
- Good balance of theory and practice with case studies and hands on exercises with real data.
- Explore the latest technologies and practices in Big Data, Data Science and Artificial Intelligence.
- Learn one of the key skills employers are looking for the most, Cloud Computing, and add more value to your Masters by earning Amazon Web Services certificate.
- Developed, advised and delivered by data analytics experts with industry and academic experience.

Duration: 4 months spread across fall and spring term

Diploma / Certificate at the end of the program: Diploma of Advanced studies (DAS) - 30 ECTS

DAS 2. DIPLOMA OF ADVANCED STUDIES (DAS) IN TRADE AND MARKETING

The Diploma of Advanced Studies (DAS) in Trade and Marketing provides specialized knowledge and practical skills for professionals aiming to excel in the dynamic fields of trade, marketing, and business development. This program covers key topics such as market analysis, consumer behavior, strategic marketing, international trade regulations, and digital marketing trends. Designed for both current professionals and aspiring managers, this DAS equips students with tools to navigate global markets, optimize supply chains, and develop innovative marketing strategies. This DAS is ideal for those seeking to enhance their leadership capabilities and advance their careers in business management and entrepreneurship. The credits earned with the DAS are eligible for the Master of Advanced Studies (MAS).

Program:

Fall	Spring
Logistics & Project Management	Trade & Investment Promotion
Consumer and Market Insight	Global Marketing in the Digital World
	Capstone project

Key benefits:

- Learning in a dynamic environment in Switzerland with a multicultural student body and faculty with “real world” experience.
- Providing practical skills to advance personal and professional goals. Exploring the latest business theories and practices.
- Gaining insight into global businesses, their management and operations.

Duration: 4 months spread across fall and spring term

Diploma / Certificate at the end of the program: Diploma of Advanced studies (DAS) - 30 ECTS

DAS 3. DIPLOMA OF ADVANCED STUDIES (DAS) IN FINANCE AND ACCOUNTING

The Diploma of Advanced Studies (DAS) in Finance and Accounting is designed to provide in-depth expertise in financial management, reporting, and analysis. This program equips participants with essential knowledge in accounting principles, financial planning, corporate finance, and risk management, offering a solid foundation for sound financial decision-making. Tailored for professionals seeking to deepen their understanding of financial operations and enhance their career prospects, the DAS blends theoretical frameworks with practical tools to address complex financial challenges in today's globalized economy. The credits earned with the DAS are eligible for the Master of Advanced Studies (MAS).

Program:

Fall	Spring
Trade & Investment Promotion	Corporate Finance & Risk Management
Financial Reporting and Analysis	Financial Management
Fundamentals of Accounting	Capstone project

Key benefits:

- Learning in a dynamic environment in Switzerland with a multicultural student body and faculty with “real world” experience.
- Providing practical skills to advance personal and professional goals.
- Exploring the latest business theories and practices.
- Gaining insight into global businesses, their management and operations.

Duration: 4 months spread across fall and spring term

Diploma / Certificate at the end of the program: Diploma of Advanced studies (DAS) - 30

DAS 4. DIPLOMA OF ADVANCED STUDIES (DAS) IN INTERNATIONAL RELATIONS

The Diploma of Advanced Studies (DAS) in International Relations is a specialized postgraduate program aimed at deepening professionals' understanding of global politics, diplomacy, and international organizations. The curriculum typically includes topics such as international law, global governance, conflict resolution, and foreign policy analysis. This program equips participants with the analytical and diplomatic skills necessary to navigate complex international issues and foster collaboration across borders. A DAS in International Relations is ideal for those pursuing careers in international organizations, government, or global advocacy, and those looking to influence global affairs. The credits earned with the DAS are eligible for the Master of Arts in International relations and Diplomacy (MA-IRD).

Program:

Fall	Spring
International Security	Foreign Policy and Diplomacy: Theory and Practice
Geopolitics	Democracy and Globalization
	Human rights : law and politics

Key benefits:

- Learning in a dynamic environment in Switzerland with a multicultural student body and faculty working in academia and international institutions.
- Providing knowledge and skills to analyze international issues, prepare policy reports and participate in international decision making via international conferences and meetings.
- Exploring the United Nations system, international regimes, regional agreements and technical cooperation between states.
- Gaining insight into multilateral diplomacy being in the heart of "International Geneva"

Duration: 4 months spread across fall and spring term

Diploma / Certificate at the end of the program: Diploma of Advanced studies (DAS) - 30 ECTS

CERTIFICATE OF ADVANCED STUDIES (CAS) - 12 ECTS

CAS 1. CERTIFICATE OF ADVANCED STUDIES IN PROJECT AND CHANGE MANAGEMENT

The Certificate of Advanced Studies (CAS) in Project Management and Change Management is a targeted postgraduate program designed to equip professionals with essential skills in managing projects and leading organizational change. The curriculum typically covers project planning, risk management, stakeholder engagement, and change management strategies. This program helps participants develop the expertise needed to successfully execute complex projects and guide teams through transitions in dynamic business environments. The credits earned with the CAS are eligible for the Diploma of Advanced (DAS) studies in Business Administration, and the Master of Advanced studies (MAS)

Program:

Fall	Spring
Logistics and project management	Change management and ESG

Key benefits:

- Gaining practical skills in efficiently managing projects and navigating organizational change.
- Learning how to plan, execute, and oversee projects while mitigating risks and ensuring stakeholder alignment.
- Develop the ability to lead teams through transitions, fostering adaptability and resilience within organizations.
- Enhances leadership and decision-making capabilities, making professionals more effective in driving project success and managing change, ultimately boosting their career prospects in dynamic industries.

Duration: 4 months spread across fall and spring term

Diploma / Certificate at the end of the program: Certificate of Advanced studies (CAS) - 12 ECTS

CAS 2. CERTIFICATE OF ADVANCED STUDIES IN BIG DATA and APPLIED DATA VISUALISATION

The Certificate of Advanced Studies (CAS) in BIG DATA and APPLIED DATA VISUALISATION is a specialized program focused on transforming complex data into clear, compelling visual narratives. The curriculum typically covers data visualization techniques, design principles, and effective storytelling strategies to convey insights in a visually engaging way. Participants learn how to use data visualization tools to create impactful presentations that enhance decision-making and audience engagement. This CAS is ideal for professionals who want to communicate data-driven insights more effectively, making their analyses accessible and actionable for diverse audiences. The credits earned with the CAS are eligible for the Diploma of Advanced (DAS) studies in Data Analytics.

Program:

Fall	Spring
Big Data and Data-driven decision making	From Data to Insights: Exploring, Visualizing & Storytelling

Key benefits:

- Developing the ability to turn complex data into clear, visually compelling insights that enhance communication and decision-making.
- Gaining expertise in using advanced data visualization tools and techniques, improving their ability to design impactful charts, graphs, and dashboards.
- Learning storytelling techniques that help them present data in a way that resonates with audiences, making analyses more accessible and actionable.
- Enhances both technical and creative skills, offering a competitive edge in data-driven roles across various industries.

Duration: 4 months spread across fall and spring term

Diploma / Certificate at the end of the program: Certificate of Advanced studies (CAS) - 12 ECTS

CAS 3. CERTIFICATE OF ADVANCED STUDIES IN Geopolitics and Foreign Policy

This Certificate of Advanced Studies offers a unique opportunity for professionals to enhance their understanding and decision-making skills in global politics. The program is structured around two key courses—Geopolitics and Foreign Policy & Diplomacy—designed to equip participants with in-depth knowledge and practical tools to navigate complex international environments. This CAS is ideal for professionals working in international organizations, government, or business, providing them with the tools to successfully manage negotiations and diplomatic interactions across cultural and political boundaries. The credits earned with the CAS are eligible for the Diploma of Advanced (DAS) studies in International Relations.

Program:

Fall	Spring
Geopolitics	Foreign Policy and Diplomacy: Theory and Practice

Key benefits:

- Gaining a better comprehension of the dynamics of international politics, geopolitics, and the strategies employed by various state and non-state actors.
- The combination of theoretical knowledge and practical skills ensures that you are well-prepared to address real-world geopolitical issues, making you a valuable asset in any organization.
- Provides professionals with essential analytical tools to evaluate foreign policy decision-making, thereby improving their capacity to analyze and interpret international relations effectively.

Duration: 4 months spread across fall and spring term

Diploma / Certificate at the end of the program: Certificate of Advanced studies (CAS) - 12 ECTS

CAS 4. CERTIFICATE OF ADVANCED STUDIES IN PUBLIC INTERNATIONAL LAW AND HUMAN RIGHTS

The Certificate of Advanced Studies (CAS) in Public International Law and Human Rights is tailored for professionals seeking to deepen their understanding of the legal frameworks governing international relations and the protection of human rights. This dynamic program comprises two essential courses that offer both theoretical foundations and practical insights into the complexities of international law. This program is ideal for legal practitioners, diplomats, policymakers, and professionals working in NGOs or international organizations who wish to advance their knowledge and expertise in public international law and human rights. The credits earned with the CAS are eligible for the Diploma of Advanced (DAS) studies in International Relations.

Program:

Fall	Spring
Public International Law	Human rights

Key benefits:

- Ability to critically analyze complex legal issues related to the use of force and the conduct of armed conflict,
- Enhancing your capacity to navigate legal challenges in real-world situations.
- Gaining a better understanding of the challenges in the application of jus ad bellum and jus in bello, such as cyber warfare, drone strikes, and the impact of new technologies on international humanitarian law.
- Developing your ability to navigate the intersections of law and politics, studying contemporary debates and controversies, such as the balance between sovereignty and human rights, the role of human rights in conflict zones, and issues related to refugees, terrorism, and authoritarianism.
- Exploring how human rights discourse influences international relations, the political dynamics involved, and how states and non-state actors engage with human rights issues in global politics.

Duration: 4 months spread across fall and spring term

Diploma / Certificate at the end of the program: Certificate of Advanced studies (CAS) - 12 ECTS

EXECUTIVE WEEKS

The Executive Week program offers executives a unique opportunity to enhance their business acumen through intensive courses and company visits in Geneva. This program combines specialized business training with real-world insights by allowing participants to visit leading companies and institutions in the region. Designed for senior professionals, Executive Weeks provides access to cutting-edge business strategies, leadership development, and networking opportunities with industry experts. It is ideal for executives looking to broaden their global perspective, gain practical business knowledge, and build valuable connections within Geneva's vibrant business and international landscape. The IIG offers two types of executive weeks which can be tailored based on the needs.

EXECUTIVE WEEK IN INTERNATIONAL BUSINESS

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
ARRIVAL	Visit Gruyères Castle	Global Economics & Development	Global Marketing in a Digital World	Artificial Intelligence and Machine Learning	Corporate Finance & Risk Management	Cross cultural Negotiations in 21st century	Tour in the Geneva Old City	DEPARTURE
	Lunch (Swiss specialties)	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	
	Visit chocolate factory	Visit to UN agency	Visit multinational company	Visit global IT company	Visit financial institution	Visit Chamber of Commerce	Boat tour on lake Geneva	
	Dinner	Free time	Free time	Free time	Free time	Free time	Reception	

EXECUTIVE WEEK IN INTERNATIONAL RELATIONS

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
ARRIVAL	Visit Gruyères Castle	Global Economics & Development	International Trade Law and Policy	Geopolitical analysis in a changing world	Geoeconomics	Cross cultural Negotiations in 21st century	Tour in the Geneva Old City	DEPARTURE
	Lunch (Swiss specialties)	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	
	Visit chocolate factory	Visit to UN agency	Visit multinational company	Visit global IT company	Visit financial institution	Visit Chamber of Commerce	Boat tour on lake Geneva	
	Dinner	Free time	Free time	Free time	Free time	Free time	Reception	

EXECUTIVE WEEK IN Big Data and AI: Transforming your business with Data

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
ARRIVAL	Visit Gruyères Castle	Big Data and Data-driven Decision Making: What and Why now?	AI and Applied Machine Learning	From Data to Insights: Exploring, Visualising, and Story telling with Data	Cloud Computing: Why to consider and How to move?	Data Strategy, Governance, and Privacy	Tour in the Geneva Old City	DEPARTURE
	Lunch (Swiss specialties)	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	
	Visit chocolate factory	Visit to UN agency	Visit multinational company	Visit global IT company	Visit financial institution	Visit Chamber of Commerce	Boat tour on lake Geneva	
	Dinner	Free time	Free time	Free time	Free time	Free time	Reception	

Key benefits:

- Focusing on the latest trends in international business
- Visit to companies and international organizations
- A cross-cultural immersion in the International Geneva

Duration: 1 week**Diploma / Certificate at the end of the program:** Certificate of participation and completion of the program delivered by the International Institute in Geneva (IIG)

TAILORED COURSES

The International Institute in Geneva is proud to offer tailored courses designed to meet the specific needs and goals of professionals across various industries. These customized programs allow participants to focus on relevant topics and skills that align with their organizational objectives and personal development aspirations. By leveraging expert faculty and industry insights, the Institute ensures that each course provides practical knowledge and real-world applications, empowering participants to enhance their expertise and drive success within their organizations. This personalized approach fosters a dynamic learning environment that addresses the unique challenges faced by today's global professionals.

Area	Courses & seminars				
Leadership and people development	Shaping Tomorrow's Workplace: Employer Branding in a Competitive World	Unlocking Talent Potential: Employer Branding Strategies for the Future	Fostering Leadership Excellence: Building a Culture that Thrives	Diversity in Action: Practical Approaches to Inclusive Workplaces	Building Cross-Cultural Competence: Navigating Global Stakeholder Engagement
	Enhancing Team Collaboration and Performance in the Post-COVID Remote Work Era	From Culture Fit to Culture Add: Evolving Hiring for Diversity	Strategic Leadership in Healthcare: Navigating Change and Innovation	Corporate Governance and Strategic Leadership: Building Resilient Organizations	Governance and Leadership for Equity: Building Resilient Organizations to serve Inclusiveness
Trading in a global world	International trade policies	International trade laws	The nexus between trade/investment and climate change / sustainability	The nexus between trade and peace/nation	Trade and Asia (or any other particular region)
	Multilateral climate change negotiation and environmental policy	The nexus between trade and health building			
International relations and international law	Introduction to international law for international relations	Use of force in international law	International criminal law	Refugee law	Human rights law
	Law of armed conflicts	Migration law	Operationalising (humanitarian, development, peace) nexus in the context of forced displacement	Post-soviet Russia	Russia in Asia, history, development problems and geopolitics
Global development	Decolonising aid - understanding the impact of	Sustainable Development Goals:	Multilateral climate change negotiation and environmental policy		

	colonialism on humanitarian and development policies and practices.	Strategies for Effective Implementation			
Digital Innovation and Transformation	Big Data and Data-driven Decision Making: What and Why now?	AI and Applied Machine Learning	Data Visualization and Storytelling with Data	Data Privacy and Compliance for SMEs	Data Strategy and Governance
Leading and optimizing operations in a volatile environment	Supply chain in the era of big data and AI	Strategic management in volatile environments	Managing change in disruptive times	Sustainability issues in global business	DMAIC project management methodology: from introduction to certification - Lean 6 sigma problem solving
	Operational Excellence in Humanitarian Sectors: Best Practices and Case Studies				
International branding and marketing	How to build successful brands	Implementing innovative marketing strategies	Experiential marketing as a powerful tool in building consumer loyalty	Marketing communications in digital channels	Relationship marketing: How to win consumer heart and establish a long-term profitable relationship
Innovation and entrepreneurship	Innovations as a sustainable competitive advantage	Entrepreneurship in the 21st century	Entrepreneurial Mindset in Organizational Leadership: Fostering Innovation and Resilience		
Applied economics and finance	Financial Literacy: The Goal is Financial Inclusion.	Sustainable Finance & SDGs OR Sustainable Investments	Risk Management in Business	Applied Economics	Corporate Finance & FinTech
Research	Quantitative Research in Organizational Management: Tools and Techniques				

Duration: Need-based

Diploma / Certificate at the end of the program: Certificate of participation and completion of the program delivered by the International Institute in Geneva (IIG)

