

GLOBAL BUSINESS SCHOOL GUIDE



Steering global progress

The world faces a myriad of challenges that requires decisive and immediate action. While governments lead global efforts, some business schools form new models to address the world's most pressing issues.

Renowned for its innovative curriculum, the Geneva Business School has shone the light on corporate diplomacy. This focus empowers students to negotiate the intricacies of global business and understand how corporations can navigate political and cultural barriers. In today's world, such skills are no longer a luxury but a necessity.

"We are looking at the world from the top of a pyramid, trying to understand where we are going. Therefore, geopolitics and international relations within our program is key. Today, we need to acknowledge the role of private institutions and organizations in different parts of the world and how they can be active advocates and actors to try and help solve conflicts," said **Geneva Business School Spain CEO Nicola Jackman**.

Within the context of the European Union, ESCP Business School embraces multiculturalism and adopts a humanistic vision wherein economic, political, cultural and social dimensions are deeply intertwined.

"At the core of ESCP is a European vision of the economy that belongs to multiple ecosystems," said **ESCP Business School Executive Director for Brand & Communications Dimitri Champollion**.

On its 51st year, ESCP equips its students with the tools to bridge such divides and trains future business leaders who can shape a more inclusive, equitable global economy.

Across the Atlantic, the Ecole des sciences de Gestion at the University of Quebec in Montreal (ESG-UQAM) wants to have a global impact through, among others, its Executive MBA programs. By making those programs accessible from anywhere in the world, it hopes to shape effective business and government leaders in Canada and abroad.

"We are very proud of our contributions in uplifting the level of education not only in Canada but also in developing countries. Some of our graduates have become impactful CEOs, diplomats and public servants. It is in our DNA to shape leaders," said **ESG-UQAM Dean Komlan Sedzro**.

In Sweden, Linköping University's Division of Business Administration encourages students to apply rigorous scientific methods to solve business problems, an approach critical in an era of fast technological change and big data.

"We take pride in the space we give our students and employees to pursue research and innovation by combining multiple fields, to explore the impact job satisfaction on mental health in the workplace, for instance. Inter-disciplinary convergence is in our DNA," said **Linköping University Division Business Administration Head Pernilla Broberg**.

Finally, in the Middle East, Qatar University's College of Business & Economics has designed a curriculum around the concept of 'Conscious Capitalism.'

"Businesses play a vital role in not only generating economic and financial value but also in creating significant environmental and societal value. It is imperative that we embrace business models that no longer necessitate tradeoffs between profitability and the desire to make a positive impact on society and the environment. By seeking synergies, businesses can effectively achieve both goals simultaneously," said **Qatar University's College of Business & Economics Dean Rana Sobh**. ■

كلية الإدارة والاقتصاد
College of Business and Economics
QATAR UNIVERSITY

The College of Business and Economics at Qatar University

Education
with Impact

4K+ Student
15K+ Alumni

104 Faculties
6 Graduate Programs

170+ Research Publications (21-23)
6 Undergraduate Programs

8.8+ M\$ Research Grant (21-23)

CBE ACCREDITATIONS: AACSB, EQUIS, AMBA

SPECIALIZED ACCREDITATIONS: CPA, CIMA, CMAA, CMAA, CMAA, CMAA

TOP 200: 2023 Best Business School in the Middle East, 2023 Best Business School in the Middle East

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Nurturing ethical leadership and global diplomacy

The world is as interconnected and complex as ever. With that comes a minefield that executives need to navigate in order to achieve success. **Geneva Business School**, a private institution with a unique Swiss DNA, stands out as a champion of ethical leadership and global diplomacy.

“Fragility is the most challenging status to maintain globally. Achieving and maintaining global harmony amid conflicts and shifting geopolitical dynamics is an uphill battle”, said **Nicola Jackman, Geneva Business School’s Spain CEO and Barcelona Campus Director**.

The institution places a strong emphasis on cultivating responsible leaders who can navigate the complexities of the real world. With a student body representing over 100 nationalities, Geneva Business School fosters an inclusive environment that promotes appreciation for cultural diversity and essential dialogue and negotiation skills across its campuses in Geneva, Barcelona and Madrid.

Its curriculum addresses pressing issues such as sustainability and corporate diplomacy. It has courses that cover conflict resolution, international law, and human rights. Moreover, the school prioritizes the development of soft skills, which ensures its graduates possess effective communication, body language interpretation, and empathy – a critical attribute in an era marked by technological advancement and automation.

Recognizing the increasing importance of geopolitics and international relations, the institution provides students

with insights into the interplay between states, businesses, and international institutions. A good example of the latter would be the exclusive partnership with WFUNA (Advanced Training Program at the United Nations). By understanding the decision-making processes at the state level, students are prepared to make informed choices that anticipate future challenges.

Corporate diplomacy serves as a cornerstone of Geneva Business School’s approach, fostering understanding and collaboration among governments, entrepreneurs, and businesses. Through role-playing exercises and case studies, students develop negotiation skills, effective communication, responsible and ethical decision-making abilities.

International engagement is highly valued at Geneva Business School as seen in its partnerships with renowned universities worldwide. These partnerships provide students with immersive experiences in different cultures and perspectives, enabling them to gain a holistic understanding of global affairs and navigate the complexities of an interconnected world.

Looking ahead, Geneva Business School remains committed to delivering excellence in education. The institution aims to strengthen its focus on quality, address global leadership needs, and establish new academic partnerships. By championing inclusive education and fostering critical thinking and independence in students, the school prepares them to become responsible leaders capable of driving positive change. ■



SPONSORED SECTION

Executive MBA (EMBA)

ESG UQAM

School of Management
Université du Québec à Montréal

A UNIQUE PROGRAM

- Launched over **40 years** ago, the program is offered in **12 countries**.
- The program’s **alumni network** includes more than **12,500 MBAs** located around the world.
- Real-world case studies and opportunities to **solve complex problems** for your company or organization.
- **Enriching discussions** with experienced fellow students who occupy executive roles, much like you.
- The opportunity to attend a **Summer School** with students from our international MBA programs.
- **Entrepreneurial and business development skills** through our unique partnerships with top engineering schools and business incubators.

COURSES OFFERED ON WEEKENDS

One weekend per month over 2 years (Friday to Sunday)

“**IDEAL FOR BALANCING STUDIES, WORK & HOME LIFE**”

esg.uqam.ca/programmes/emba/#EMBAinternational



Jessica Harnois, MBA
Canadian sommelier, entrepreneur and speaker



“**It all started with a choice to continue learning by undertaking a PhD and researching the complex relationships between business and government.**”

Ken Chan
Global Executive PhD participant

BECAUSE OUR WORLD CAN'T WAIT, **ESCP EDUCATES PURPOSE-DRIVEN LEADERS WHO CHOOSE TO ACT FROM DAY ONE OF THEIR STUDIES.**

IT ALL STARTS HERE

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