



MBA

Master of Business Administration

www.webster.ch/mba



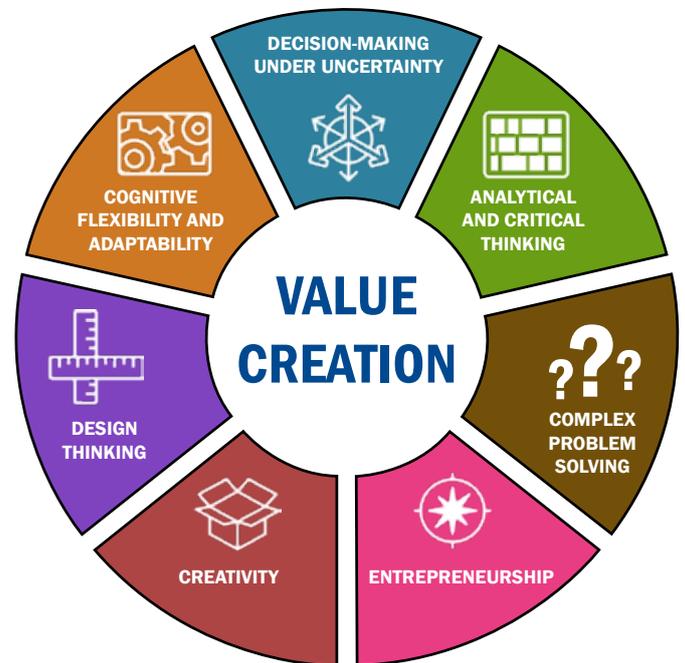
Master of Business Administration

Our New Focus: Value Creation

The successful business organization correctly identifies and efficiently manages those activities with the potential to generate the greatest possible value, congruent with the overall organizational direction, and the needs of clients or markets they serve.

Webster's new MBA curriculum, launched in Fall 2020, takes the Value Creation paradigm as a guiding principle to drive program content. Courses build the capacity for critical thinking and creative problem-solving, including the latest concepts in design thinking--each of which are imperative for managers in the current global business landscape.

The program also acknowledges the paramount importance of quality business leaders for the ongoing sustainability of the business enterprise; so the program will concurrently address competencies needed for your personal effectiveness that are aligned with professional success.



Convenient for Working Professionals

Courses are offered on weekday evenings, one or two nights per week for 3 hours each, supplemented with online learning between class sessions. You can shift between a full-time and part-time pace each 8-week term, according to your anticipated personal and professional schedule--or, join a class session remotely via Zoom, if you have obligations such as professional travels, so you don't have to miss class time.

Reasonable Payment Terms

Each 8 week term is invoiced individually as register for classes, based on your study pace as you advance through your program—so your tuition is invoiced in installments, and reflects level of your commitments. In addition, partial-tuition scholarships are available for those with demonstrated need based on current work, career transitions, or significant family obligations.

Academic Quality and Accreditation

The MBA is a 12-course sequence (reduced by one or two, depending on waivers), delivered by a combination of research professors and practitioners who are at the forefront of their field in areas ranging from organizational behavior and behavioral finance to strategic management and leadership. Webster University carries both institution-wide, American accreditation as a university, as well as a specific ACBSP accreditation for our business programs, which ensures the long-term recognition of your degree around the globe.





“Our unique value creation approach to developing the future business professional emphasizes critical and creative thinking, analytical and quantitative skills, entrepreneurship, as well as complex decision-making abilities. In addition to the core courses, we also offer electives in fields such as communications, computer science and international relations, to gain insights into the latest advancements in these increasingly relevant disciplines.

The courses are taught by highly experienced faculty with deep business and industry expertise, ensuring that the students develop skills, knowledge and abilities which are sought after in today’s corporate as well as non-profit world.”

Dr. Attila Shelley
MBA Director

The MBA Curriculum

Courses will develop managerial hard and soft skills, with fresh course content and co-curricular MBA events that bring exposure to the forefront of global business dynamics--including areas of transformation that all companies and sectors are facing. These include the agility to adapt to rapidly changing market demands, the shift to digital and mobile, increased demands for data protection and cybersecurity, the impact of FinTech, use of big data and capacity for advanced analytics.

Courses rotate each 8-week period (each half-semester), and Webster offers five such terms per year (Fall 1 and Fall 2, Spring 1 and Spring 2 and one 8-week Summer term). This allows busy professionals to commit to each 8-week term at a time, for either one or two nights per week, based on their work and family commitments. You can adapt your study pace as needed, as you progress through the program.

Admissions are also offered for starting in our Fall 2 term (begins in mid-October) and Spring 2 term (begins in mid-March). Depending on your prior learning and waivers, there may also be options to begin with courses during other entry dates in September, January or May.

Foundation courses:

- Business *
- Value Creation
- Quantitative Methods for the MBA *
- Marketing Analysis and Business Planning

Value Creation (CORE) Components:

- Adding Value through Human Capital
- The Financial Value of Capital Projects
- Providing Value to Customers
- The Supply Chain and Business Processes
- Information Support for Decision Making

Value Creation in Practice:

- Cases in Value Creation
- Walker Consulting Project

* Waivers may be granted for those who have AACSCB or ACBSP-accredited bachelor degrees or equivalencies (students will choose an alternate/elective course). Students with a non-accredited business degree may request to take a waiver exam for 'Business' (if successful, the student would replace hours with an elective).

Electives and options

All students pursue a minimum of one elective. Those who were granted waivers may use their elective hours to start an emphasis in Finance.

- Dual MBA / MS in Finance
- The Leadership Edge
- Academic Internships
- Doing Business in/with China

More details of all these options along with our full course catalog can be found at:

www.webster.ch/mba

World Class Academics

“The Walker School of Business and Technology includes a faculty of more than 50 individuals, both professors and practitioners, combining research and corporate experience. Their expertise spans a wide range of industries and functional areas such as conducting business in emerging markets, digital marketing and communication, healthcare management, entrepreneurship and agile enterprise — they are at the forefront of cutting-edge areas like behavioral finance, experimental economics, big data and cybersecurity.”

Dr. Dominique Jolly
Chair, Walker School of Business & Technology
Webster University Geneva



Webster MBA graduates have been employed by companies & organizations including:

UBS
Credit Suisse
PwC
Nestle

Medtronic
ST Microelectronics
Cargill International
Caterpillar

Orange Telecommunications
World Health Organization
Richemont International
Julius Baer & Co

Thompson Reuters Corp.
Logitech Europe
Deutsche Bank
World Trade Organization



Come experience Webster: Upcoming Events

The Walker School of Business and Technology regularly hosts conferences and events at Webster open to all students, on hot topics ranging from Behavioral Economics to the re-emergence of business along the Silk Road. In addition, Webster University Geneva hosts dozens of public events each year, including a Spotlight Series on topics in Media Communications, an annual Humanitarian Conference and a lecture series on Creativity and Innovation.

Register soon for an upcoming event at www.webster.ch

How to Apply?

For more information about our admissions criteria, tuition fees and how to apply, please visit www.webster.ch/admissions

Contact us for further details and personalized coaching through the application process:

Graduate Admissions
graduateadmissions@webster.ch
0041 22 959 8080

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