

# GENEVA Bachelor Immersion Program

**September 14<sup>th</sup> – 18<sup>th</sup>, 2026.**

**For BBA Students**

**Price per student: 1.500 CHF**

**Duration: 5 days**

**Focus:** The Immersion Program welcomes companies, universities, and institutions interested in exploring areas like business, innovation, sustainability, and more through company visits and guest lectures.

## Day 1: Monday

Welcome to Geneva & Global Business Environment

### Morning:

- **9:00–9:30** | Registration & Welcome Coffee
- **9:30–10:00** | Official Welcome by the Academic Dean
- **10:00–10:15** | Coffee Break
- **10:15–11:45** | Workshop: Introduction to Swiss Business Culture

### Lunch:

- **11:45–13:00** | Lunch

### Afternoon

- **13:00–15:30** | Guided Visit to the United Nations Office in Geneva



Please note that the agenda is subject to change based on unforeseen circumstances or updates. We will ensure that all adjustments are communicated promptly to keep everyone informed.



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## Day 2: Tuesday

Innovation, Entrepreneurship & Technology

### Morning:

- **9:00–10:30** | Workshop: Innovation & Entrepreneurship in Switzerland
- **10:30–10:45** | Coffee Break
- **10:45–12:15** | Session: Artificial Intelligence and the Future of Business

### Lunch:

- **12:15–13:30** | Lunch

### Afternoon

- **13:30–17:00** | Visit to CERN



## Day 3: Wednesday

International Trade & Sustainability

### Morning:

- **9:00–10:30** | Workshop: Sustainability & Ethical Leadership
- **10:30–10:45** | Coffee Break
- **10:45–12:15** | Case Study Session: ESG and Responsible Business Practices

### Lunch:

- **12:15–13:30** | Lunch Break

### Afternoon

- **13:30 – 17:00** | Visit to World Trade Organisation



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## Day 4: Thursday

Leadership, Communication & Personal Branding

### Morning:

- **9:00-10:30** | Workshop: Leadership Styles & Emotional Intelligence
- **10:30-10:45** | Coffee Break
- **10:45-12:15** | Session: Public Speaking & Professional Communication

### Lunch:

- **12:15-13:30** | Lunch

### Afternoon

- **13:30-17:00** | Company or Innovation Hub Visit



## Day 5: Friday

Team Challenge, Presentations & Graduation

### Morning:

- **9:00-10:30** | Student Group Presentations
- **10:30-10:45** | Coffee Break
- **10:45-12:15** | Student Group Presentations plus Feedback from Faculty & Industry Guests

### Lunch:

- **12:15-13:30** | Lunch

### Afternoon

- **13:30 - 17:00** | Certificate Ceremony & Closing Remarks & Student Reflections



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