



# Who We Are



# SGSB's History



Leading Tourism, Entrepreneurship and Leadership ● ● ● ● ● The Chronicle of Higher Education



Relaunched with a new design, a more intuitive navigation several new features.



**HG**

**March**

- ❑ Inaugurated Business Sector for 'Hangang Services Sarl' - Inbound Tourism, Expositions, Conventions, and Meetings – Travel & Tourism, conference, workshop, seminar, Public Events in Paris, France

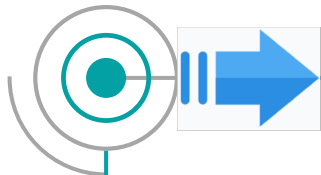
**LG**

**February**

- ❑ Established the 'Leman Globus' Media Business Journal and Magazine, specialized in Business and Tourism sector
- ❑ Cooperation with TV Mass Media



**1996**



**GAT**

**January**

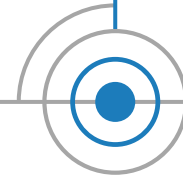
- ❑ Established the First Service Business for Leisure & Tourism Management and Marketing Activity in Geneva, Switzerland.



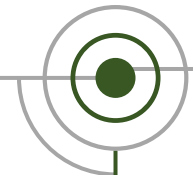
**1997**



**2000**



**2016**



**GGI**

**September**

- ❑ MOU, Opening of the BBA and MBA degree program with Group Global Institute (GGI) in Paris, France





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## Your Future Career with SGSB Business School

Individually Tailored. Opportunities Study Abroad. Practical Internships.



DUAL DEGREE FOR SWISS BBA | EBBA | MBA | EMBA | DBA | PHD PROGRAMS

TRIPLE DEGREE WITH OUR 15 GLOBAL PARTNER UNIVERSITIES



SWISS GRADUATE SCHOOL OF BUSINESS

## Your Future Career with SGSB Business School

December

- Inauguration of Higher Education Institute Foundation - approval for reconstitution the SGSB - Swiss Graduate School of Business, Switzerland



SWISS GRADUATE SCHOOL OF BUSINESS

2018

2019

2019



MBS Business School

September

- MOU Agreement for Exchanging Advanced Management Program Certificate with MBS - Medecis Business School, Paris, France

SBCG

November

- Inauguration of Management to Start-Up Trading Business, and Merging 'SBCG - Swiss Business Consulting Group' in Switzerland



SWISS BUSINESS CONSULTING GROUP

2019

FIU FLORIDA INTERNATIONAL UNIVERSITY

FIU

December

- MOU, Opening of the Quadruple Master Degree program with Florida International University (FIU), Miami, USA
- SGSB(Switzerland)+MBS (France)+FIU(USA)





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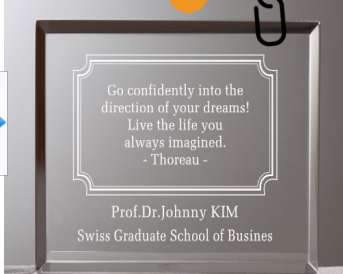
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## February Academic Dean

- Appointment of Prof. Dr. Johnny KIM as the Head of Faculty, and new Academic Program Dean of SGSB – Swiss Graduate School of Business, Switzerland



### 2020

### 2020

## March

- Restructured the Intensive Higher degree program for DBA (6 semesters, 2 years), and PhD (8 semesters, 3 years) in Business Administration



- Opening the First Intensive Dual Doctorate program for DBA and Ph.D. in Business Administration



## Anglia Ruskin University

Cambridge & Chelmsford

## March ARU

- MOU, Opening of the Quadruple Master Degree program with ARU, Anglia Ruskin University in UK
- SGSB(Switzerland)+MBS (France)+ARU(UK).

### 2020

### 2020

## McGill

## April

- MOU, Opening of the Quadruple Master Degree program with McGill University, Canada
- SGSB(Switzerland)+MBS (France)+McGill(Canada)



## McGill UNIVERSITY





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June

- MOU, Opening of the Quadruple Master Degree program with BU – Bond University at the Gold Coast, Queensland, Australia
- SGSB(Switzerland)+MBS(France)+BU(Australia)



August

UD | DBS

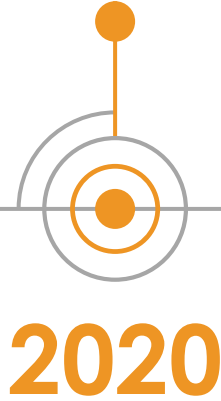
- MOU, Opening of the Quadruple Master Degree program with DBS – Dubai Business School, Dubai, UAE
- SGSB(Switzerland)+MBS(France)+DBS(UAE)

2020



May

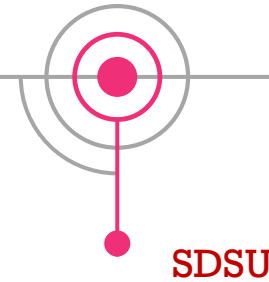
- MOU Agreement for Foundation of Pre-Bachelor and Dual and Triple Bachelor Degree programs with EduLIFE, Vietnam
- SGSB(Switzerland)+MBS(France)



2020



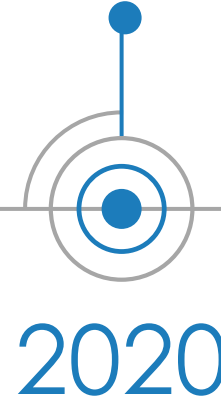
2020



SDSU

July

- MOU, Opening of the Quadruple Master Degree program with SDSU - San Diego University, USA
- SGSB(Switzerland)+MBS(France)+SDSU(USA)



2020

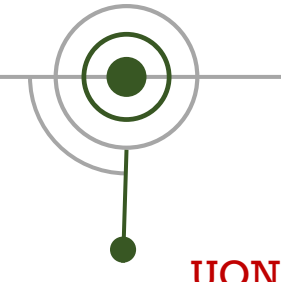


September

UON

- MOU, Opening of the Quadruple Master Degree program with UON, University of Northampton
- SGSB(Switzerland)+MBS(France)+UON(UK)

2020







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UCIrvine | THE PAUL MERAGE SCHOOL OF BUSINESS



Anderson School of Management

University of California Anderson + Paul Merage

- MOU, Opening of the Quadruple Master Degree program with UCLA – The University of California at Los Angeles, Los Angeles, USA
- SGSB(Switzerland)+MBS (France)+UCLA(USA)

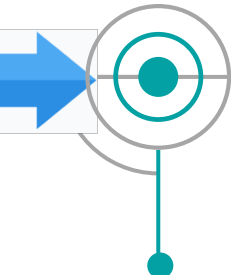


December GTU

- Internship Agreement with GTU, System & Software Engineering Barcelona, Madrid in Spain

GTU - Europe's most relevant Software and Systems Engineering companies in the sectors of Security and Defence, Aeronautics, Space, Utilities and Public Administration.

2020 October



SILC

- MOU, Opening of the Quadruple Master Degree program with SILC, Sydney Institute of Language and Commerce at Shanghai, CHINA
- SGSB(Switzerland)+MBS (France)+SILC(China)



November 2020

SHANGHAI University SILC Business School (SILC)



2020



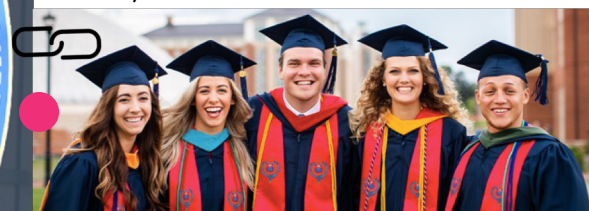
September & December

- Dual & Triple Degree Graduation Ceremony In Vevey, Switzerland and Paris, France

2021

**THE Secret History of THE Future**

First Triple-Degree Commencement







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