

FSE Master of Science in General Management

On completion of this program, students will be able to

Overall objectives:

- Develop general knowledge and skills in management
- Apply intellectual knowledge to practice
- Demonstrate in depth knowledge of current management issues in problem solving and discussions

Knowledge and understanding:

- Demonstrate a general knowledge and understanding of key functions in management as applied in practice (core management fundamentals)
- Describe how the social, political, economic and competitive environment impact firms' development, performance and survival
- Deepen knowledge in more specific management related areas through elective courses

Applying knowledge and understanding:

- Use appropriate methodologies to identify, evaluate and solve business problems
- Use theory, tools and methods for efficient decision making across management fields and to provide recommendations

Making judgements:

- Identify and apply new ideas and ways of thinking in organizational settings
- Apply knowledge to new problems in unfamiliar contexts
- Formulate sound arguments effectively in written work and oral presentation

Communication skills:

- Communicate ideas effectively, both orally and in writing

Learning skills:

- Work effectively with others, capitalizing on their different thinking experience and skills
- Demonstrate skills in effective project management

MASTER OF SCIENCE IN GENERAL MANAGEMENT (MScGeM)
MASTER OF SCIENCE EN MANAGEMENT GÉNÉRAL

ACADEMIC YEAR 2021-2022 – 90 ECTS
BILINGUAL PROGRAM - PROGRAMME BILINGUE

Code	MScGeM	Instructor	ECTS	H/week	Grading Policy (in class) ^{***}	Grading Policy (remote) ^{***}
Semester 1 Autumn						
5AF2032	Financial Accounting Fundamentals*	<i>Dinh T./Stenzel A.</i>	6	4	E+EI	E+EI
5EN2037	Marketing Management*	<i>Kocher B.</i>	6	4	E+EI	E+EI
5EN2038	Strategic Management*	<i>Jonczyk-Sédès C./ Nassar V.</i>	6	4	E+EI	E+EI
5MI2009	Méthodes quantitatives pour managers	<i>Cotofrei P.</i>	6	4	E+EI	E+EI
5ER2044	Analyse économique pour managers	<i>Mack A.</i>	6	4	E+EI	E+EI
	Total		30	20		
Semester 2 Spring						
5AF2033	Managerial Finance*	<i>Wälchli U.</i>	6	4	EI	EI
5EN2039	Operations Management*	<i>Zufferey N.</i>	3	2	EI	EI
5EN2040	Human Resource Management and Leadership*	<i>Dal Zotto C.</i>	6	4	EI	EI
5AF2034	Management Accounting and Control*	<i>Burkert M.</i>	3	2	E	E
5MI2010	Enjeux des systèmes d'information	<i>Holzer A.</i>	6	4	EI	EI
	Electives**		6	4		
	Total		30	20		
Semester 3 Autumn						
5EN2041	Business Game*	<i>Jonczyk-Sédès C./Darouichi O.</i>	12		EI	EI
	Electives or Internship**		18			
	Total		30			
	Grand total		90			

* Course taught in English.

** Electives can be chosen from the list below without approval. Electives can also be chosen in other master programs at UNINE and/or other Swiss universities, provided that the student fulfils the course prerequisites, with the approval of the program director. In addition, 18 ECTS can be validated by an internship of at least 3 months including the writing of a report or a master thesis, both supervised by a professor of the FSE. In all cases, approval of the Director of the MScGeM is mandatory.

Electives Spring						
5EN2035	Global Corporate Governance and Ethics ³	Duberry J.	3	2	EI	EI
5AJ2114	Création et gestion de contenus web et réseaux sociaux	Pignard-Cheynel N./Lamon D.	6	4	EI	EI
5EN2033	Global Innovation Management ^{1 3 4}	Reuter E.	6	4	EI+E	EI+E
5EN2031	Le marketing social pour l'innovation sociale ³	Bezençon V.	6	4	EI	EI
5AF2039	Finance Ethics	Fiole E.	3	2	E	E
5AF2019	Financial Analysis ¹	Fiechter P.	3	2	EI	EI
5AF2020	Valuation ¹	Salva C.	3	2	EI+E	EI+E
5EN2014	International Negotiation ³	Jagodzinska K.	3	2	EI	EI
5MI2018	Machine Learning	Ciorascu I.	6	4	EI+E	EI+E
5MI2012	Computational Thinking ²	Holzer A.	3	1 week ²	EI	EI
5EN2045	Marketing Analytics and Customer Management	Christen M. / Puntiroli M.	6	4	EI+E	EI+E
5ZZ2014	Strategic Management of Technology & Innovation ¹	Reuter E.	3	2	EI	EI

Electives Autumn						
5MI2017	Data Management	Ciorascu I.	6	4	EI+E	EI+E
5ER2015	Economic Statistics	Zarin M.	3	2	E	E
5ER2016	Public Policy Evaluation	Weber S.	3	2	EI+E	EI+E
5ER2017	Global Public Goods	Solleder J.-M.	3	2	E	O
5AF2001	Financial Accounting	Fiechter P.	6	4	E	E
5AF2035	Corporate Social Responsibility and Governance	Biedermann D.	3	2	E	E
5EN2027	International Strategy ^{1 4}	Jonczyk-Sédès C.	6	4	EI	EI
5EN2019	Global Supply Chain Management ¹	Nieto Y.	6	4	EI	EI
5EN2042	Innovation Process ⁴	Reuter E.	3	2	EI	EI
5EN2026	Marketing and Globalization ⁴	Kocher B.	6	4	EI+E	EI+E
5MI1005	Data Science for Business	Cotofrei P.	6	4	EI	EI

¹ Prerequisites required, please check the course description.

² One-week workshop organised the week before the beginning of semester 2 spring.

³ The course is part of the curriculum and do not conflict with other compulsory courses.

⁴ This course operates based on the Principles governing the running of FSE courses involving companies/institutions outside the Faculty.

L'admission des étudiant-e-s titulaires d'un Bachelor de la Faculté des sciences humaines avec pilier secondaire en Economie ou Management est subordonnée à la signature d'un contrat pédagogique, lequel précisera quels cours devront être suivis. / The admission of students with a Bachelor's degree from the Faculty of Humanities and Social Sciences with a secondary pillar in Economics or Management is subject to the signature of an educational contract, which will specify which courses must be taken.

E: exam during the exam session at the end of the semester

EI: evaluation organized during the semester.

Retake exam after 1 failure or a justified absence: written exam during the September session or the exam session at the end of the next semester the course is offered.

***In the case of a re-take exam, the evaluation is repeated in the form of a written examination (E) for all 1st attempts of type E, EI+E, O or EI+O.

***In the case of a re-take exam, the evaluation repeated in the form of an individual written assignment (EI) for all 1st attempts of type EI.

The detailed terms of evaluation and duration of exams are specified in the course description.