

MASTER IN INTERNATIONAL BUSINESS DEVELOPMENT (MSCIBD)

MASTER THESIS

Prof. Bruno Kocher, MScIBD program director





WHAT DO YOU NEED TO KNOW ABOUT THE STRUCTURE?

The **90** ECTS program is composed of

Mandatory + elective courses (60 ECTS)

Minor in
Business
Analytics
(30 ECTS)

or

Minor in
Sustainability
Management
(30 ECTS)

or

**Master
Thesis**
(30 ECTS)

The **120** ECTS program is composed of

Mandatory + elective courses (60 ECTS)

Minor in Business
Analytics
(30 ECTS)

or

Minor in
Sustainability
Management
(30 ECTS)

Master Thesis

(30 ECTS)

WHAT ARE WE TALKING ABOUT?

- The master thesis, which accounts for 30 credits, represents the final learning experience to achieve the master's degree.
- Students can either do an internship and write a master thesis linked to this professional experience (either with an “internship-based case study” or with an “internship-based research thesis”) or they can engage in an academic master thesis).
- Each student is assigned to an academic supervisor who agrees to supervise the work.
- The subject and the type of the master thesis are determined conjointly and need to be approved by the academic supervisor.

Internship-based thesis

Case study

(30 ECTS)

Research thesis

(30 ECTS)

Academic thesis

Academic research thesis

(30 ECTS)

Main steps for students (see the website for the detailed steps and documents):

- **Internship-based:** The students are responsible for finding their internship. If available, information about potential internships are posted on the website.
- **Academic-based:** The students choosing an academic thesis need to contact the administrative assistant of the program (Sara Wenger, at R.115 - Breguet 2) who will forward a suggestion of topics.
- **Internship-based:** Once an internship is found, students need to submit the administrative documents to the assistant of the program with the internship description and the internship application form.
- **Academic-based:** Once the topic for an academic thesis is selected, students need to submit the administrative documents to the assistant of the program.
- **Internship/academic-based:** The aforementioned documents need to be approved by the administration. Once approved, the students have to contact the assigned academic supervisor.
- **Internship/academic-based:** At the end of the work, the thesis should be registered "as a course" in IS-Academia ("Internship with report" for the internship-based thesis or "Master thesis" for the academic research thesis), during the registration period for the appropriate exam session.

- A case study is a detailed and elaborated explanation of a real managerial situation/problem.
- The student will identify a specific problem together with the company and validate it with the academic supervisor.
- The case study is accompanied by a teaching note that integrates theory and data (qualitative or quantitative) to solve the managerial situation laid out in the case study.

- The internship-based research thesis is not an internship report, but a project in which the student looks at a general phenomenon, reviews the literature that has been written on that topic, and then applies this literature to the case of the firm or the industry the student has been working for.
- From that perspective, the internship-based research thesis will explore existing theories and should create some new knowledge (which can be very narrow or specific).
- To respond to the specific research questions, an empirical (qualitative or quantitative) assessment will be implemented and relied on.

- The academic research thesis is an important scientific approach.
- It helps to detect and solve a gap and to respond to one or more research questions thoroughly and scientifically by adding new knowledge to the academic literature.
- The topic of the master thesis may be proposed by a professor or suggested by the student (with the agreement of a professor).

REQUIREMENTS

- The duration of the internship is at least the equivalent of 3 full-time months
- The internship needs to be sufficiently complex, require a university degree, and be related to one or several topics covered during the master program
- It must take place in a firm or organization (SME, large company, NGO, international organization or public entity)
- There must be both an internship tutor from the company and an academic supervisor from the University
- It must take place in a truly formal organizational context and not in a virtual firm or in a context ruled by personal arrangements
- The organization, the tasks and qualifications of the internship tutor are appreciated by the program committee before a final validation
- The master thesis can be of three different types. The academic supervisor needs to agree about the type of thesis that the student will pursue.

IF YOU HAVE A QUESTION: CHECK WITH YOUR SUPERVISOR!



FOR MORE INFORMATION



http://www.unine.ch/mscibd/en/home/espace_etudiants.html



Sara Wenger Röthlisberger
Phone: +41 (0) 32 718 13 60
E-mail: sara.wenger@unine.ch



Bruno Kocher
Phone: +41 (0) 32 718 14 09
E-mail: bruno.kocher@unine.ch

Questions?

Contact us at: mscibd@unine.ch