

## Master in General Management (MScGeM)

### ● Goals

Do you have a Bachelor's or Master's degree in science, law, engineering, social sciences or humanities? Would you like to complement your bachelor studies with management education? If so, the Master in General Management is conceived to meet your expectations. This programme will provide you with a solid foundation in core management disciplines so that you master the key concepts and fundamental tools. You will further develop the critical-thinking that is crucial in decision-making and the skillset that will boost your career opportunities.

### ● Skills acquired

By the end of the programme, you will be able to:

- Analyse how the political, economic and social environment impacts the development and performance of firms
- Use appropriate tools and methods to identify, evaluate and solve real-life business problems
- Participate in the decision-making process in a critical and ethical way
- Work effectively with others, capitalizing on their different thinking, experience, and skills
- Communicate ideas effectively, both orally and in writing

### ● Professional perspectives

With the Master in General Management, you can turn an interest or a passion into a career, or simply explore other professional pathways. The programme will prepare you for careers in various kinds of organizations from start-ups, private companies, multinationals, consulting firms, to public institutions and not-for-profit organizations. Also, you will be able to hold managerial positions linked to your original field of study.



### Degree awarded

Master of Science in General Management

### Credits

90 ECTS, 3 semesters

### Course languages

French/English

### Admission conditions

The programme is open to holders of a Bachelor's (180 ECTS) or Master's degree from a Swiss university, or of another degree deemed equivalent, after the review of the application by an admissions committee. This programme was designed for students with no prior training in economics, who wish to acquire a solid knowledge of management. Given the objectives and the nature of the programme, graduates in economics or another course of study deemed equivalent are not eligible. For detailed information on the admission process and conditions, please visit [www.unine.ch/unine/general-management](http://www.unine.ch/unine/general-management).

### Application deadline

April 30 for the autumn semester (mid-September). Students who need a visa must allow enough time to complete the application procedure before classes begin.

### Registration

Bureau des immatriculations  
Av. du 1<sup>er</sup>-Mars 26  
CH-2000 Neuchâtel  
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[www.unine.ch/immatriculation](http://www.unine.ch/immatriculation)

### Information

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[www.unine.ch/unine/general-management](http://www.unine.ch/unine/general-management)





### ● Programme structure

This programme expands over three semesters. The first two semesters cover fundamental courses (54 compulsory ECTS) in core management disciplines. The last semester aims to further develop management skills. It includes a business game that integrates previous acquired knowledge and enhances strategic thinking and decision making. During the programme, students can choose elective courses from a list, internship and/or a master thesis to further deepen their knowledge in a specific field of their interest.

The program can also be done part-time.

Students can also participate on exchange programmes at a university belonging to the network of the Faculty of Economics and Business. Subject to a learning agreement, each student may validate up to 30 ECTS in a university in Switzerland or abroad.

### ● Key strengths

Courses are given by professors or specialists from institutes of the Faculty of Economics and Business: finance, economics, information management, human resources, marketing and accounting. This programme allows students to gain a solid knowledge of management in a highly interactive environment. The cross-cutting nature of this programme boosts your career opportunities as it responds to the needs of today's businesses and organizations.

## Study plan

### Autumn semester (30 ECTS)

- Financial Accounting Fundamentals
- Marketing Management
- Strategic Management
- Méthodes quantitatives pour managers
- Analyse économique pour managers

### Spring semester (30 ECTS)

- Managerial Finance
- Operations Management
- Human Resource Management and Leadership
- Management Accounting and Control
- Enjeu des systèmes d'information
- Electives

### Semester 3 Autumn (30 ECTS)

- Business Game (12 ECTS)
- Electives, Internship or Master thesis (18 ECTS)

