

MASTER OF SCIENCE IN GENERAL MANAGEMENT (MScGEM), 90 ECTS

Code	Course	Instructor	ECTS	Semester	H/week	Grading Policy	Status
Semester 1							
5AF2032	Financial Accounting Fundamentals	<i>Eugster F./Dinh T.</i>	6	Autumn	4	E+EI	Compulsory
5EN2037	Marketing Management	<i>Kocher B.</i>	6	Autumn	4	E+EI	Compulsory
5AF2046	Managerial Finance I	<i>Wälchli U.</i>	3	Autumn	2	E+EI	Compulsory
5EN2046	Strategic Management I	<i>Darouichi O.</i>	3	Autumn	2	EI	Compulsory
5MI2009	Quantitative Methods for Managers	<i>Cotofrei P.</i>	6	Autumn	4	E+EI	Compulsory
5ER2044	Economic Analysis for Managers	<i>Mack A.</i>	6	Autumn	4	E+EI	Compulsory
Semester 2							
5AF2047	Managerial Finance II	<i>Wälchli U.</i>	3	Spring	2	E+EI	Compulsory
5EN2047	Strategic Management II	<i>Jonczyk C.</i>	3	Spring	2	E+EI	Compulsory
5EN2039	Operations Management	<i>Zufferey N.</i>	3	Spring	2	EI	Compulsory
5EN2040	Human Resource Management and Leadership	<i>Dal Zotto C.</i>	6	Spring	4	EI	Compulsory
5AF2034	Management Accounting and Control	<i>Burkert M.</i>	3	Spring	2	E	Compulsory
5MI2010	Information System Design	<i>Sokhn M. / De Santo A.</i>	6	Spring	4	EI	Compulsory
	Electives*		6	Spring	4		Elective
Semester 3							
5EN2048	Business Game I	<i>Ma Y.</i>	6	Autumn		EI	Compulsory
5EN2049	Business Game II	<i>Darouichi O. / Fauchart E.</i>	6	Autumn		EI	Compulsory
	Electives, Internship or Master Thesis*		18	Autumn			Compulsory
Total			90				

* 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.

Code	Course	Instructor	ECTS	Semester	H/week	Grading Policy
5EN2019	Global Supply Chain Management ¹	Nieto Y. / Kunz N.	6	Spring	4	EI
5MI2003	Business Analytics	Cotofrei P.	6	Spring	4	EI+E
5EN2031	Le marketing social pour l'innovation sociale ³	Bezençon V.	6	Spring	4	EI
5AF2039	Finance Ethics	Fiole E.	3	Spring	2	E
5AF2020	Financial Analysis and Valuation ¹	NN	3	Spring	2	EI+E
5EN2014	International Negotiation ³	Jagodzinska K.	3	Spring	2	EI
5MI2018	Machine Learning ¹	Ciorascu I.	6	Spring	4	EI+E
5MI2012	Computational Thinking ²	Macko V.	3	Spring	1 week ²	EI
5EN2045	Marketing Analytics and Customer Management	Christen M. / Puntiroli M.	6	Spring	4	EI+E
5EN2035	Global Corporate Governance and Ethics	Duberry J.	3	Spring	2	EI
2GG2036	Cours interdisciplinaire en changements climatiques et sociétés	L. Schneider / Intervenant-e-s externes	5-6 ⁵	Spring	2	EI
5ZZ2014	Strategic Management of Technology & Innovation ¹	Reuter E.	3	Autumn	2	EI
5EN2033	Global Innovation Management ¹⁴	Reuter E.	6	Autumn	4	EI+E
5MI2017	Data Management	Ciorascu I.	6	Autumn	4	EI+E
5ER2016	Public Policy Evaluation ¹	Kistler D.	3	Autumn	2	EI+E
5ER2017	Global Public Goods ¹	Solleder J.-M.	3	Autumn	2	E
5AF2001	Financial Accounting	Fiechter P.	6	Autumn	4	E
5EN2027	International Strategy ¹⁴	Straub T.	6	Autumn	4	EI
5EN2042	Innovation Process ⁴	Reuter E.	3	Autumn	2	EI
5EN2026	Marketing and Globalization ⁴	Kocher B.	6	Autumn	4	EI+E
5MI1005	Data Science for Business	Cotofrei P.	6	Autumn	4	EI+E

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.

⁵ see course description for the allocation of 6 credits

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: unless otherwise specified in the course description, 2h written exam during the exam session at the end of the semester or the September session.

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

Learning outcomes

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