

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

**ACADEMIC YEAR 2019-2020 – 90 ECTS**

**BILINGUAL PROGRAMME - PROGRAMME BILINGUE**

MScGeM	Instructor	ECTS	H/week	Grading Policy
<b>Semester 1 Autumn</b>				
Financial Accounting Fundamentals*	<i>Dinh T. + Stenzel A.</i>	6	4	E/EI
Marketing Management*	<i>Puntiroli M.</i>	6	4	E/EI
Strategic Management*	<i>Jonczyk-Sédès C. + Darouichi O.</i>	6	4	EI
Méthodes quantitatives pour managers	<i>Cotofrei P.</i>	6	4	E/EI
Analyse économique pour managers	<i>Zarin M. + Mack A.</i>	6	4	E/EI
<b>Total</b>		<b>30</b>	<b>20</b>	
<b>Semester 2 Spring</b>				
Managerial Finance*	<i>Wälchli U.</i>	6	4	EI
Operations Management*	<i>Zufferey N /Espinosa J.</i>	3	2	EI
Human Resource Management and Leadership*	<i>Dal Zotto C.</i>	6	4	EI
Management Accounting and Control*	<i>Burkert M.</i>	3	2	EI
Enjeux des systèmes d'information	<i>Holzer A.</i>	6	4	EI
Electives**		6	4	
<b>Total</b>		<b>30</b>	<b>20</b>	
<b>Semester 3 Autumn</b>				
Business Game*	<i>Jonczyk-Sédès C., Darouichi O., Schönenberger K., Vuilleumier J.-P., Da Silva C., Schwab L.</i>	12		EI
Electives or Internship**		18		
<b>Total</b>		<b>30</b>		
<b>Grand total</b>		<b>90</b>		

\* 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. 6 ECTS can be validated by shorter internships or in-company projects including the writing of a report. In all cases, approval of the Director of the MScGeM is mandatory.

<b>Electives</b>				
Global Corporate Governance and Ethics (S)	<i>Duberry J.</i>	3	2	EI
Global Innovation Management <sup>1</sup> (S)	<i>Reuter E.</i>	6	4	EI
Le marketing social pour l'innovation sociale <sup>1</sup> (S)	<i>Bezençon V.</i>	6	4	EI
Ethics (S)	<i>NN</i>	3	2	EI
Financial Analysis <sup>1</sup> (S)	<i>Fiechter P.</i>	3	2	EI
Valuation <sup>1</sup> (S)	<i>Salva C.</i>	3	2	EI
International Negotiation (S)	<i>Jagodzinska K.</i>	3	2	EI
Machine Learning (S)	<i>Ciorascu I.</i>	6	4	EI
Computational Thinking (S)	<i>Simon E.</i>	3	1 week <sup>2</sup>	EI
Customer Relationship Management (S)	<i>NN</i>	3	2	EI

<i>Data Management (A)</i>	<i>Ciorascu I.</i>	6	4	<i>EI</i>
<i>Economic Statistics (A)</i>	<i>Zarin M.</i>	3	2	<i>E</i>
<i>Public Finance (A)</i>	<i>Schoenenberger A.</i>	3	2	<i>E</i>
<i>Global Public Goods (A)</i>	<i>Tissot-Daguette B.</i>	3	2	<i>E</i>
<i>Financial Accounting (A)</i>	<i>Fiechter P.</i>	6	4	<i>EI</i>
<i>Corporate Social Responsibility and Governance (A)</i>	<i>Biedermann D.</i>	3	2	<i>EI</i>
<i>International Strategy<sup>1</sup> (A)</i>	<i>Jonczyk-Sédès C.</i>	6	4	<i>EI</i>
<i>Strategic Management of Technology &amp; Innovation<sup>1</sup> (A)</i>	<i>Reuter E.</i>	3	2	<i>EI</i>
<i>Global Supply Chain Management<sup>1</sup> (A)</i>	<i>Nieto Y.</i>	6	4	<i>EI+E</i>
<i>Innovation Process (A)</i>	<i>Reuter E.</i>	3	2	<i>EI</i>
<i>Marketing and Globalization (A)</i>	<i>Omeira M.</i>	6	4	<i>EI+E</i>
<i>Data Science for Business (A)</i>	<i>Cotofrei P.</i>	6	4	<i>EI</i>

<sup>1</sup> Prerequisites required, please check the course description

<sup>2</sup> One-week workshop organised the week before the beginning of semester 2 spring

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

EI: evaluation organized during the semester

Retake exam after 1 failure: 2h written exam during the exam session at the end of the semester or the September session.

Retake exam after a justified absence: 2h written exam during the exam session at the end of the semester or the September session or evaluation organized during the semester.

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