

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

ACADEMIC YEAR 2022-2023 – 90 ECTS
BILINGUAL PROGRAM - PROGRAMME BILINGUE

Code	Course	Instructor	ECTS	Semester	H/week	Grading Policy	Status
Semester 1							
5AF2032	Financial Accounting Fundamentals*	<i>Dinh T./Stenzel A.</i>	6	Autumn	4	E+EI	Compulsory
5EN2037	Marketing Management*	<i>Kocher B.</i>	6	Autumn	4	E+EI	Compulsory
5EN2038	Strategic Management*	<i>Jonczyk-Sédès C./ Khan U.</i>	6	Autumn	4	E+EI	Compulsory
5MI2009	Méthodes quantitatives pour managers	<i>Cotofrei P.</i>	6	Autumn	4	E+EI	Compulsory
5ER2044	Analyse économique pour managers	<i>Mack A.</i>	6	Autumn	4	E+EI	Compulsory
Semester 2							
5AF2033	Managerial Finance*	<i>Wälchli U.</i>	6	Spring	4	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	Enjeux des systèmes d'information	<i>Holzer A.</i>	6	Spring	4	EI	Compulsory
	Electives**		6	Spring	4		Elective
Semester 3							
5EN2041	Business Game*	<i>Jonczyk-Sédès C./Darouichi O. / Fauchart E.</i>	12	Autumn		EI	Compulsory
	Electives, Internship or Master Thesis**		18	Autumn			Compulsory
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.

Code	Course	Instructor	ECTS	Semester	H/week	Grading Policy
5EN2033	Global Innovation Management ^{1 4}	Reuter E.	6	Spring	4	EI+E
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
5AF2019	Financial Analysis ¹	Fiechter P.	3	Spring	2	EI
5AF2020	Valuation ¹	Salva C.	3	Spring	2	EI+E
5EN2014	International Negotiation ³	Jagodzinska K.	3	Spring	2	EI
5MI2018	Machine Learning	Ciorascu I.	6	Spring	4	EI+E
5MI2012	Computational Thinking ²	Holzer A.	3	Spring	1 week ²	EI
5EN2045	Marketing Analytics and Customer Management	Christen M. / Puntiroli M.	6	Spring	4	EI+E
5ZZ2014	Strategic Management of Technology & Innovation ¹	Reuter E.	3	Spring	2	EI
5MI2017	Data Management	Ciorascu I.	6	Autumn	4	EI+E
5ER2016	Public Policy Evaluation	Rom A. / Kistler D.	3	Autumn	2	EI+E
5ER2017	Global Public Goods	Solleder J.-M.	3	Autumn	2	E
5AF2001	Financial Accounting	Fiechter P.	6	Autumn	4	E
5AF2035	Corporate Social Responsibility and Governance	Biedermann D.	3	Autumn	2	E
5EN2027	International Strategy ^{1 4}	Jonczyk-Sédès C.	6	Autumn	4	EI
5EN2019	Global Supply Chain Management ¹	Nieto Y.	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.

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.