



unine

UNIVERSITÉ DE
NEUCHÂTEL

FACULTY OF ECONOMICS
AND BUSINESS

Master of Science in International Business Development (MScIBD)

Objectives

The program is designed for students and future administrators to specialize in the management of international business for major companies or SMEs (Small- to Medium-sized Enterprises). The teaching is oriented towards developing the skills and research capabilities necessary to manage international business.

Acquired skills

The distinctive characteristics of the MScIBD are targeted to meet the particular needs of companies and organizations. Specific academic knowledge and practical skills acquired during working groups devoted to case studies, such as critical analysis and synthesis, problem resolution, communication and autonomy, are developed. An internship in an organization in Switzerland or abroad can be added towards the end of the program, which to guarantee a smooth transition to the job market.

Career opportunities

Job perspectives following the completion of this program include employment in SMEs, multinationals, NGOs and other international organizations, as well as various institutions working with or for SMEs. The economy's need for well-trained managers in international business extends the job market potential to numerous countries.

Degree awarded

Master of Science in International Business Development

Credits

90 ECTS, 3 semesters

Teaching languages

French and English

Admission conditions

This program is open to students who possess a bachelor's degree in management or economics from a Swiss university. Other degrees can be considered equivalent for admission to the MScIBD after review by an admissions committee.

Application deadline

April 30 for the autumn semester (mid-September)

Registration

Bureau des immatriculations
Av. du 1^{er}-Mars 26
CH-2000 Neuchâtel
www.unine.ch/immatriculation

Information

Institute of Management
Phone: +41 32 718 13 60
MScIBD@unine.ch
www.unine.ch/mscibd





Course structure

The 90 ECTS credits of the MScIBD program are composed of courses and seminars, mobility programs and a mandatory master thesis of 30 ECTS, which can either be an internship thesis or a research thesis. Completing the program on a part-time basis due to professional or personal reasons is possible.

After a semester of studies, students can also benefit from the faculty's mobility program for one semester in a member university of the faculty's mobility network. Subject to a study contract for mobility, students may acquire 30 ECTS, allowing the recognition of the ECTS credits obtained in Switzerland or abroad.

Interactive teaching

The courses in the MScIBD program are taught by professors of the Institute of Management of the University of Neuchâtel and external qualified experts. A part of the Faculty of Economics, the Institute of Management specializes in business management and is staffed by professors and part-time lecturers, as well as researchers focusing on academic research, the organization of international conferences, teaching and executive education. Most faculty members have extensive experience in management roles or as corporate consultants.

Students are supported in an individual and personal way, thanks to the reduced class size and the availability of professors and teaching assistants.

Distinctive features

The MScIBD has numerous characteristics that distinguish it from other programmes:

- Content focused on international topics
- Highly diverse class composition
- French and English bilingual program
- Program tailored to the needs of the economy
- High-level support for students
- Interactive and innovative teaching based on projects, teamwork, case studies and simulations
- Rigorous program, including integration of theory into practice, and possibility of internship as a part of the program
- Flexible length of study from one intensive year to three years part-time for employed participants
- Excellent career prospects
- Professors' renowned competence

Master programme

Semester 1 (30 ECTS)

- International Strategy
- Méthodologie de la recherche en management
- Marketing and Globalization
- Global Supply Chain Management
- Elective

Semester 2 (30 ECTS)

- Global Corporate Governance and Ethics
- Marketing Analytics
- International Negotiation
- Customer Relationship Management
- Global Innovation Management
- Culture, Human Resources and International Firms
- Seminar: Doing Research on International Business
- Elective

Semester 3 (30 ECTS)

Thesis or internship with report

Elective courses

- *Economics of Regulation and Antitrust Policy (P)*
- *Le marketing social pour l'innovation sociale (P)*
- *Machine Learning (P)*
- *Business Analytics (P)*
- *Financial Accounting (A)*
- *Financial Analysis (P)*
- *International Monetary System (P)*
- *European Intellectual Property Law (P)*
- *Strategic Management of Technology & Innovation (A)*
- *Corporate Finance (P)*
- *Valuation (P)*
- *Approche critique de la mondialisation II (P)*
- *Valorisation des droits de PI et innovation (P)*

