

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

**ACADEMIC YEAR 2020-2021 – 90 ECTS  
BILINGUAL PROGRAM - 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>Kocher B.</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>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+E
Operations Management*	<i>Zufferey N.</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	E
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./NN</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. In all cases, approval of the Director of the MScGeM is mandatory.

<b>Electives Spring</b>				
Global Corporate Governance and Ethics <sup>3</sup>	<i>Duberry J.</i>	3	2	EI
Global Innovation Management <sup>1 3</sup>	<i>Reuter E.</i>	6	4	EI+E
Le marketing social pour l'innovation sociale <sup>3</sup>	<i>Bezençon V.</i>	6	4	EI
Finance Ethics	<i>Fiole E.</i>	3	2	E
Financial Analysis <sup>1</sup>	<i>Fiechter P.</i>	3	2	EI
Valuation <sup>1</sup>	<i>Salva C.</i>	3	2	EI+E
International Negotiation <sup>3</sup>	<i>Jagodzinaska K.</i>	3	2	EI
Machine Learning	<i>Ciorascu I.</i>	6	4	EI+E
Computational Thinking <sup>2</sup>	<i>Holzer A.</i>	3	1 week <sup>2</sup>	EI
Customer Relationship Management	<i>Puntiroli M.</i>	3	2	EI+E
Strategic Management of Technology & Innovation <sup>1</sup>	<i>Reuter E.</i>	3	2	EI

<b>Electives Autumn</b>				
Data Management	Simon E.	6	4	EI+E
Economic Statistics	Zarin M.	3	2	E
Public Policy Evaluation	Weber S.	3	2	EI+E
Global Public Goods	Masood Dechevrens M.	3	2	E
Financial Accounting	Renders A.	6	4	E
Corporate Social Responsibility and Governance	Biedermann D.	3	2	E
International Strategy <sup>1</sup>	Jonczyk-Sédès C.	6	4	EI
Global Supply Chain Management <sup>1</sup>	Nieto Y.	6	4	EI
Innovation Process	Reuter E.	3	2	EI
Marketing et Globalisation	Kocher B.	6	4	EI+E
Data Science for Business	Cotofrei P.	6	4	EI

<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.

<sup>3</sup> The course is part of the curriculum and do not conflict with other compulsory courses.

*L'admission des étudiants titulaires d'un Bachelor de la Faculté des sciences humaine avec pilier secondaire en Economie ou Management est subordonnée à la signature d'un contrat pédagogique, lequel précisera quels cours devront être suivis.*

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.*