



# Master of Science in Management



## Admission procedure

Students wishing to register for this Program must submit both their application form (demande d'immatriculation) and their enrollment file (dossier de candidature) by the deadlines specified on the Faculty website: [www.unige.ch/ses](http://www.unige.ch/ses) to:

University of Geneva  
Espace administratif des étudiants  
Rue du Général Dufour 24  
CH - 1211 Genève 4

For more information on the procedure as well as on-line enrollment, tuition fees, etc., please visit the following web site: <http://www.unige.ch/dase/immatriculation/Immatenglish.html>

## MSc Program Director

Dr Benoît Lecat

## Scientific Committee

Dr Benoît Lecat  
Prof. Michel Léonard  
Prof. Jean-Paul De Blasis  
Prof. Pierre-André Dumont  
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## Your contact

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## PROGRAM DESCRIPTION

### Objectives

The program enables young managers to deepen their knowledge and understanding of the complex mechanisms underlying Business Administration and Organizations management, mainly in the areas of Marketing, International Management, Strategic Management, and Engineering & Management of Information Systems and Services. It also allows them to acquire advanced management skills for empirical and critical analysis.

### Content

The program consists in courses, seminars, as well as an internship and a Master's Thesis.

It offers four orientations:

- Marketing (90 credits)
- International Management (90 credits)
- Strategic Management (90 credits)
- Services Science (previously Information and Communication Systems) (120 credits)

### Teaching Language

English, with some optional courses in French

### Conditions of admission

Requirements:

- Bachelor in Business Administration or equivalent degree
- Bachelor in Information Systems or equivalent degree
- Bachelor degree in another discipline and successful completion of a Preliminary Program (30 to 60 credits)

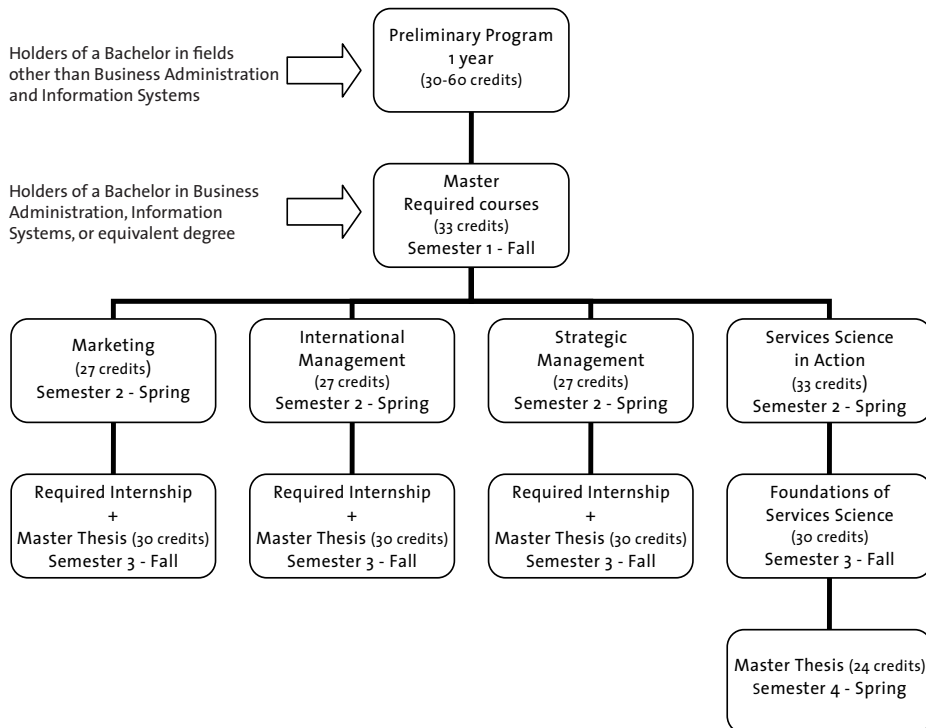
### Professional opportunities

A wide range of careers in private corporations and public institutions:

- Marketing
- International Management
- Controlling
- Organization
- Human Resources
- Information Systems Management
- Innovation, Design and Development of Information Services

### Duration + credits

3-4 semesters / 90-120 credits, depending on orientation



## PROGRAM CONTENT

### MASTER OF SCIENCE IN MANAGEMENT

**ORIENTATIONS 1-2-3:**

**MARKETING, INTERNATIONAL MANAGEMENT, STRATEGIC MANAGEMENT - 90 CREDITS**

#### SEMESTER 1

**Required courses, Fall Semester (33 credits)**

Management Simulation, Change Management, Consumer Behavior, Advanced Organizational Behavior, Controlling and Performance, Assessment of Information Systems, Strategic Thought, Industrial Management and Logistics, Financial Planning-Business Plan, Business & Society, Branding.

#### SEMESTER 2

**Specialisations, Spring Semester (27 credits)**

##### Orientation 1: Marketing

Research Methods for Master's Thesis, Éthique des Affaires, Qualitative Research Methods, Quantitative Research Methods, Communication Methods, Multivariate Data Analysis, Management of Luxury Goods, Customer Relationship Management, Services and B-to-B Marketing.

##### Orientation 2: International Management

Research Methods for Master's Thesis, Éthique des Affaires, Intercultural Management, International Strategy, International Finance, Advanced Studies in Contract Law, Learning Organization, Knowledge Management, International Financial Reporting, Advanced Controlling.

##### Orientation 3: Strategic Management

Research Methods for Master's Thesis, Éthique des Affaires, Business Policy, Managing change Projects, Customer Oriented Organization, Advanced Controlling, Advanced Studies in Corporate Law, International Strategy, International Finance.

#### SEMESTER 3

**Required internship and Master Thesis, Fall Semester (30 credits).**

**ORIENTATION 4:**

**SERVICES SCIENCE - 120 CREDITS**

#### SEMESTER 1

**Required courses, Fall Semester (33 credits)**

**18 credits in Services Management Background:** Management Simulation, Change Management, Advanced Organizational Behavior, Assessment of Information Systems, Strategic Thought, Business & Society (each 3 credits).

**12 credits in Information Engineering Oriented Towards Services Science:**

Choice among the following courses (6 credits each): Sustainable Information System, Business intelligence and Knowledge Management, IS Governance, Design of Multimedia Services, Services Interfaces, Mobile Systems and Services, Distributed Systems Engineering, Knowledge Representation.

**3 credits by participating to Master seminar and Service project.**

#### SEMESTER 2 Spring Semester (33 credits)

**24 credits in Services Science in Action:**

Internship with academic purposes or optional courses among those proposed by the Scientific Committee of the orientation.

**6 credits in Information Engineering Oriented Towards Services Science:**

Choice among the following courses (each 6 credits): Sustainable Information System, Business Intelligence and Knowledge Management, IS Governance, Design of Multimedia Services, Services Interfaces, Mobile Systems and Services, Distributed Systems Engineering, Knowledge Representation.

**3 credits by participating to Master Seminar and Service Project.**

#### SEMESTER 3 Fall Semester (30 credits)

**Foundations of Services Science:**

Technologies for services, Trans-disciplinary Platforms for Services, Business Development with Services, Services Foundations, Services Institutional Strategies (each course 6 credits).

**SEMESTER 4 Spring Semester Master Thesis (24 credits).**

