

MASTER IN GENERAL MANAGEMENT

Presentation of Thursday, March 22nd



1. Presentation of the Faculty of Economics and Business
2. The Master in General Management
3. Program structure
4. Admission conditions and process
5. Questions

1. PRESENTATION OF THE FACULTY



KEY FIGURES

500 students, 80 different nationalities

**19 professors, 69 associated professors,
invited professors and university lecturers**

**47 assistants, post-docs and assistant
professors**

1 bachelor and 7 masters

SUPERVISION AND QUALITY STUDIES





OPENNESS AND MULTICULTURAL ENVIRONMENT



A blurred world map in shades of purple and pink serves as the background for the slide.

Neuchâtelois	33%
No Neuchâtelois	45%
Foreign students	22%

Unine ranks 37th on
the 200 world's
most international
universities in
Times Higher
Education-Ranking

2. THE MASTER IN GENERAL MANAGEMENT



- Non-consecutive
- Increase employability
- Respond to the needs of today's businesses and organizations

- First intake: Fall 2018
- Only fall admissions
- Selection process
- Bilingual: English/French
- 90 ECTS and engagement in course participation

No required
knowledge of
economics or
management

Develop general
economic
knowledge and
management skills

LEARNING OUTCOMES

- Understand the key functions in management
- Use appropriate tools and methods to identify, evaluate and solve real-life business problems
- Understand how the political, economic and social environment impacts firms and organizations
- Work effectively with others
- Communicate ideas effectively

- Courses are given by professors or professionals
- Tractable number of students per class
- Active learning
- Highly interactive environment
- Closeness to professors and assistants
- Develop not only knowledge but also skills

- Private companies
- Consulting firms
- Public institutions
- International organizations
- Not-for-profit organizations

- **You will be able to pursue managerial positions linked to your original field of study !**

3. PROGRAM STRUCTURE



90 ECTS or 3 semesters of study

Semesters 1 and 2 :

- Fundamental courses in core management disciplines

Semester 3 :

- Integrate and apply knowledge from previous courses to solve business problems
 - Business Game
- Deepen knowledge in selected management areas
 - Electives or internship

STUDY PLAN 2018-2019 (SUBJECT TO APPROVAL BY THE FACULTY COUNCIL)

MScGeM	Instructor	ECTS	H/week	Grading Policy
Semester 1 Autumn				
Financial Accounting Fundamentals*	<i>Dinh, T.</i>	6	4	EI
Marketing Management*	<i>NN</i>	6	4	EI
Strategic Management*	<i>Nouveau PO</i>	6	4	EI
Méthodes quantitatives pour managers	<i>Cotofrei, P.</i>	6	4	EI
Analyse économique pour managers	<i>Zarin, M. + NN</i>	6	4	EI
Total		30	20	
Semester 2 Spring				
Managerial Finance*	<i>NN</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
Information Systems Fundamentals*	<i>NN</i>	6	4	EI
Electives**		6	4	
Total		30	20	
Semester 3 Autumn				
Business Game	<i>NN</i>	12		
Electives or Internship**		18		
Total		30		
Grand total		90		

* Course taught in English

**Electives can be chosen among the existing FSE master courses, provided that the student respects the prerequisites. The precise list of electives will be detailed later.

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.

4. ADMISSION CONDITIONS AND PROCESS



- Bachelor or master degree holders of a Swiss university or of another degree considered as equivalent
- Bachelor or master degree graduates from a University of applied sciences with a solid track record
- Review of the application by an admissions committee
- Graduates in economics, management or another field of study deemed equivalent are not eligible

- Application form
- All items indicated on the form
- Transcript of records and bachelor degree
- A CV
- A motivation letter
- Recommendation letter (not mandatory)
- And possibly an interview with the admissions committee

Application deadline : April 30 for the Fall semester

5. QUESTIONS ?



THANK YOU FOR YOUR ATTENTION !

Information

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