



DURATION OF STUDIES

1.5 years (3 semesters)

LANGUAGE OF INSTRUCTION

English

CONDITIONS OF REGISTRATION

www.unige.ch/conditions/MA

ADMISSION CONDITIONS

www.unige.ch/gsem/en/programs/masters/admissions

Master's Programme

THE MASTER IN MANAGEMENT

provides students with the knowledge and skills needed to head a business or an organisation as well as with management tools and techniques and their underpinning principles and theories. The programme is designed to train future executives or researchers who have both comprehensive knowledge of business issues and a specialisation in one or more advanced areas of management, such as marketing, strategic and international management, depending on their concentration.

AVAILABLE CONCENTRATIONS:

- Strategic and International Management
- Quantitative Marketing

STUDY PROGRAMME

3 semesters (max. 5 semesters) | 90 ECTS credits

Required courses in all four concentrations

36 credits

- Business Law for Corporate Decision Makers
- Corporate Finance
- Data Driven Decision Making
- Management Accounting
- Operations Management
- Responsible Management
- Strategic Human Resource Management
- Strategic Management

Concentration courses

24 credits

Quantitative Marketing:

- Branding
- Consumer Research
- Data Science for Business Analytics
- Web Data and Digital Analytics

ou

Strategic & International Management:

- Change Management
- Global Strategy
- Managing Growth
- Management Innovation

Internship

15 credits

Master Thesis

15 credits

PROFESSIONAL PROSPECTS

Graduates find work in all sectors both in Switzerland and abroad. Given the nature of the Geneva economy, opportunities are usually found in banking, financial institutions, fiduciaries, consulting firms, insurance agencies, local and international manufacturing, international trade companies (e.g. commodities trading, product distribution), international or global organisations (e.g. ICRC, UNHCR, WTO) and public administrations.

UNIVERSITY TAXES

500 CHF / semester

REGISTRATION

Deadline: 28 February 2020

www.unige.ch/enrolment

CONTACTS FOR STUDIES

GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT

Uni Mail
40 bd du Pont-d'Arve
1211 Genève

gsem-management@unige.ch

www.unige.ch/gsem

ACADEMIC CALENDAR

www.unige.ch/calendar

LEVEL OF FRENCH REQUIRED BY UNIGE

No French proficiency test required for non-Francophones.

LEVEL OF ENGLISH

For non-native English speakers, B2 Level is required.

MOBILITY

Master students at the GSEM may go on exchange for one semester. Students may go on exchange during their third semester. They may earn up to 30 credits while on exchange. The master thesis cannot be substituted.

www.unige.ch/exchange