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

DURATION OF STUDIES
1.5 years (3 semesters)

LANGUAGE OF INSTRUCTION
English

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

Strategic & International Management:
- Change Management
- Global Strategy
- Managing Growth
- Management Innovation

Work Placement
15 credits

Dissertation
15 credits

ACADEMIC CALENDAR
www.unige.ch/calendar

LEVEL OF FRENCH REQUIRED BY UNIGE
No French proficiency test required for non-Francophones.

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 dissertation cannot be substituted.
www.unige.ch/exchange

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 2019
www.unige.ch/enrolment

CONTACTS FOR STUDIES
GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT
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All programs are subject to changes. Please consult the program regulations.