DURATION OF STUDIES
1.5 years (3 semesters)

LANGUAGE OF INSTRUCTION
English

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

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

**Work Placement**
15 credits

**Dissertation**
15 credits

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**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

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**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
Uni Mail,
40 bd du Pont-d’Arve
1211 Genève

gsem-management@unige.ch

www.unige.ch/gsem

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All programs are subject to changes. Please consult the program regulations.