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Master of science (MSc) in Management

GENERAL OUTLINE

Objectives

New technologies, globalization and exploding digital datas drive our world into new challenges that will only be taken up by managers and leaders equipped with the finest skills and knowledge.

- The orientation in Business Analytics provides students with knowledge to extract the information from data to make efficient decisions and to improve their performance.
- The orientation in Strategy, Organization & Leadership offers qualifications for a wide range of positions (consultant, analyst, etc.) but also for developing one's own entrepreneurial venture.

- With the orientation in Marketing, students gain proficiency in the latest concepts, cutting-edge trends and marketing methods.
- With the BEE orientation (Behaviour, Economics and Evolution), we aim at an integrative understanding of social interactions, using knowledge from management, economics and evolutionary biology. Students will obtain a profound understanding of human decision making which is needed to make key managerial decisions better and faster.

Is having convictions
reason enough
to share them?

GENERAL INFORMATION

Organizer

HEC Lausanne:
www.unil.ch/hec

Degree awarded

Maîtrise universitaire ès Sciences en management
Master of Science (MSc) in Management
Four mandatory orientations:

- Business Analytics
- Strategy, Organization & Leadership
- Marketing
- Behaviour, Economics and Evolution

ECTS credits

120

Duration

4 semesters

Teaching language

English. Recommended level: C1.

Academic advisor

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Additional information

www.unil.ch/hec/masters



Version: February 2021
Subject to changes,
Only the official texts should be considered binding.

EDUCATIONAL CONTENT

Description

In all orientations, business cases and company projects allow students to apply field methodologies to real data. Special subjects can be completed by the lecture of external speakers from renowned and international companies.

Career prospects

- « Business Analytics » : Examples of career prospects in all types of companies are : business analyst, data analyst, consultant, project manager, entrepreneur, digital marketing analyst, etc.
- « Strategy, Organization & Leadership » : Following types of positions can be mentioned : consultant, project manager, business analyst, human resources manager, etc.
- « Marketing » : With this orientation, graduates can seek the following positions : brand manager, marketing analyst, digital marketing manager, consultant, customer and market knowledge manager, etc.
- « Behaviour, Economics and Evolution » : Graduates of this orientation can work in areas such as : sustainable development, environmental conservation, natural resources management, biotech, agriscience and pharmaceuticals as a consultant, project manager, communications manager, human resources manager, entrepreneur, etc.

All the orientations of the Master's in Management also offer excellent preparation for a doctorate and an academic career.

SYLLABUS*

1st semester (30 ECTS credits)

Compulsory courses

- Quantitative Methods for Management
- 2 Orientation-specific Courses
- 2 Non-orientation Elective Courses

Key aspects of the curriculum

Orientation in « Business Analytics »

- Data Science
- Data Visualization
- Machine Learning
- Operations & Supply Chain Management
- Prediction Models
- Statistical Analysis

Orientation in « Strategy, Organization & Leadership »

- Corporate Social Responsibility and Strategy
- Entrepreneurship and Strategy
- Game Theory for Strategy
- International Strategy
- Leadership Development
- Quantitative Methods for Strategy Decisions
- Strategy and Consulting

Orientation in « Marketing »

- Business-to-business Marketing
- Brand Management
- Consumer Behaviour
- Distribution Management
- E-marketing and Social Media
- Global & Luxury Marketing
- Strategic Marketing

Orientation in « Behaviour, Economics and Evolution »

- Corporate Social Responsibility
- Cross-cultural Management
- Environmental Economics
- Ecology and Evolution
- Group Processes
- Human Resources Management

Mobility

During their third semester, students may take part in an exchange program, and study at a university recognised by UNIL. A maximum of 30 credits can be acquired in another institution. Prior authorisation by the Master's Committee is required for the recognition of credits earned abroad or within Switzerland.

4th semester (30 ECTS credits)

Research or internship Master thesis

* the official study plan prevails.

GENERAL INFORMATION

Admission requirements

A Bachelor's degree from a Swiss university in Economics, Management, Finance or Information Systems.

Another degree or university qualification in the same field of study may be deemed equivalent and give access to the Master's program, with or without conditions.

Enrolment and final dates

The candidate's application must be submitted to the UNIL Admissions Department before 30th April : www.unil.ch/immat

Candidates needing a study visa : 28th February

Start of courses

Mid-September. Academic calendar : www.unil.ch/central/calendar

Part-time Master's degree

Under certain conditions, this Master program can be followed part-time : www.unil.ch/formations/master-temps-partiel

General information on studies

www.unil.ch/soc

Career prospects

www.unil.ch/perspectives
www.heccareercenter.ch

Accommodation and financial assistance

www.unil.ch/sasme

International

www.unil.ch/international



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