



Swiss International  
Institute Lausanne

## Master of Arts in Management

The program in Master of Arts in Management allows the student to acquire profound knowledge of business processes and excel personally and professionally in today's marketplace. Graduates will be able to communicate and collaborate with others in an effective manner; apply economic, financial and managerial theories to meet their business goals and develop leadership skills to implement in different sectors they will be engaged in.

## Master of Arts in Business Administration

The Master program in Business Administration provides students with comprehensive knowledge on different managerial aspects, from international management to finance management, marketing and entrepreneurship. Students will be able to apply both methodological skills and practical experience achieved during their education. Graduates of the program will get access to higher level positions, such as project managers, managers of senior levels, and/or will be able to start their own business.

**Language:** English

**Duration:** 3 semesters (1.5 years): 2 semesters + Master thesis/internship

**Credits:** 90 ECTS

**Degree Awarded:** Master of Arts in Business Administration

# Courses

Courses for Master of Arts in Management are divided into 3 main categories: **Core courses (42 ECTS/11 courses)** which are obligatory and **Specialisation courses (12 ECTS/3 courses)** which are introduced during the 2nd semester of the program **and Seminars and Workshops (6 ECTS)**. At the end of the studies the student is obliged to prepare a Master Thesis (30 ECTS) OR complete an Internship (30 ECTS).

## Courses in Business Administration (Master of Arts):

	<b>Course</b>	<b>ECTS</b>
	<b>SEMESTER 1</b>	<b>30</b>
<b>MACOR101</b>	Management Accounting	4
<b>MACOR102</b>	International Marketing	4
<b>MACOR103</b>	HR Management	4
<b>MACOR104</b>	Entrepreneurship	4
<b>MACOR105</b>	Business Communication	4
<b>MACOR106</b>	Strategic Business Management	3
<b>MACOR107</b>	Managing Across Cultures	3
<b>MASEM101</b>	Industrial Workshops	2
<b>MASEM102</b>	Career Seminar	1
<b>MASEM103</b>	Negotiation	1
	<b>SEMESTER 2</b>	<b>30</b>
<b>MACOR108</b>	Advanced Business Law	4
<b>MACOR109</b>	PR and Media Management	4
<b>MACOR110</b>	Customer Relationship Management	4
<b>MACOR111</b>	Financial Management	4
<b>MABADM101</b>	<b>Business Process Management</b>	4
<b>MABADM102</b>	<b>E-Business Model Design</b>	4
<b>MABADM103</b>	<b>Advanced Business Analysis</b>	4
<b>MASEM104</b>	Industrial Workshops	2
	<b>SEMESTER 3</b>	<b>30</b>
Master Thesis or Internship		

## **MACOR101 – Management Accounting**

The course introduces key accounting theories and main financial principles that are used in financial decision-making. The course teaches how to prepare and analyse financial statements and evaluate the financial state of a company. Students will also learn about modern accounting technologies that can be implemented for preparation of financial information.

## **MACOR102 – International Marketing**

The emphasis of this course introduces students to the essential principles of marketing, the marketing function, marketing systems, the marketing concept and marketing management. The aim of this course is to help students understand the principles of Marketing Management and its application in real-world business situations. Course participants are expected to obtain the ability to apply marketing concept in enterprises. The strategic approach taken in on marketing will enable students to improve a broad understanding of consumers and the marketing performance of companies, especially those operating in an international marketplace / environment.

## **MACOR103 – HR Management**

Students are introduced to the management of an organization's workforce through the design and implementation of effective human resources policies and procedures. Topics include the need for human resources management and its growing professionalism; human resource planning including employee relations; job design and analysis; recruitment and selection; compensation; employee development; workplace health and safety.

## **MACOR104 – Entrepreneurship**

This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Students will be introduced to entrepreneurship from an economic perspective and the concepts of environmentally sustainable practices and social entrepreneurship. The course focuses on the creation of social and economic value by developing core capabilities of idea generation, opportunity recognition, resource acquisition and entrepreneurial management.

## **MACOR105 – Business Communication**

The objective of the course is to develop better understanding of communication in business sphere and to improve teamwork skills. This course will discuss theoretical aspects of communication and will give opportunities to practice and get more experience in business environment. Students in Master degree will have a deep overview of all communication tool, their use and impact on different kind of businesses.

## **MACOR106 – Strategic Business Management**

The broad goal of Business Strategy is to cut across the whole spectrum of business and management. The purpose of the course is to help support the creation of a holistic

understanding of the firm - about the industry and the competitive environment in which it operates. Furthermore, the purpose is also to enable an understanding of the long-term direction and strategy of a firm, its resources and competitive capabilities as well as its prospects for success.

### **MACOR107 – Managing Across Cultures**

The objective of this course is to enhance the ability of class members to interact effectively with people from cultures other than their own, specifically in the context of international business. The course is aimed at significantly improving the ability of practicing managers to be effective global managers. The course is concerned with considering the issues and problems of managing in cross-cultural situations, in particular at the people problems that invariably arise in international business relationships.

### **MASEM101 – Industrial Workshops**

Industrial Workshops has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum, mainly seen in engineering/MBA courses.

Objectives of industrial workshop are to provide students an insight regarding internal working of companies. It provides students with an opportunity to learn practically through interaction, working methods and employment practices.

### **MACOR102 – Career Seminars**

This course provides students information on the tools and current practices in industry. Topics range from communication skills, leadership strategies, teambuilding skills, personal management, etiquette and knowledge about the corporate culture. The seminar will cover a variety of topics and is designed to create a successful transition to the workplace and a successful career. Industry representatives will participate in the course as guest speakers. They will provide presentations in-person and through methods used in industry including telephone conference call and Skype. It will give the student a theoretical and practical knowledge to use for their careers.

### **MASEM103 – Negotiation**

The involving a comprehensive study of negotiations, emphasis of this course is given to key principles for effective negotiations and, to a lesser extent, human resource management. This course is designed to permit students to practice and develop their skill at negotiating and to learn key concepts. Key concepts are to be learned both through simulation debriefings, assignments and in-class discussions of assigned readings. The purpose of this course is to understand the theory and processes of negotiation, and to develop expertise in managing negotiations in various settings.

### **MACOR108 – Advanced Business Law**

This advanced course is aim to understand and appreciate the constraints, risks, and opportunities that the legal environment provides to business managers and entrepreneurs.

The course will have a distinct transactional focus, with heavy reliance upon contemporary commercial practices and issues. Particular attention will be given to the relationship between, on the one hand, the legal environment and, on the other hand, sound managerial decision-making, business risk management, “bargain-arounds”, commercial rights and responsibilities, and ultimately business valuation.

### **MACOR109 – PR and Media Management**

This course is designed to prepare students for PR and Media Management. The content includes the principles and practices of sound public relations, planning and Media organizing, and prepares students for employment opportunities with trade and professional associations, consulting firms, non-profit organizations, and corporations. Integrated throughout this course are career preparation standards, which include basic academic skills, communication, interpersonal skills, problem solving, workplace safety, technology, and employment literacy.

### **MACOR113 – Customer Relationship Management**

The purpose of this course is to prepare the student to understand the importance of customer relations and service in marketing. The key is focusing on the total customer experience, no matter whether you are running a physical store or an ecommerce site. With competition getting tougher and the economy getting weak, businesses must look at how they can differentiate their activities from other businesses. This course deals with why and how organizations must reach out and touch the customers and the benefits that can be derived from this course of action. It is about satisfying the customers, increasing revenue and improving profitability.

### **MACOR111 – Financial Management**

The course introduces key accounting theories and main financial principles that are used in financial decision-making. The course teaches how to prepare and analyse financial statements and evaluate the financial state of a company. Students will also learn about modern accounting technologies that can be implemented for preparation of financial information.

### **MABADM101 – Business Process Management**

Modeling business work systems with focus on processes and the information technology (IT) to support business processes. The focus of this course is on using IT to create, automate, and integrate business processes. Major topics covered: modeling work systems, major business processes and their relationships, modeling tools, business process/application integration approaches, creating and managing a business process using business process management software.

### **MABADM102 – E-Business Model Design**

The objectives of this course are threefold. The first objective is to illustrate and analyse examples of innovation through business models in different industries, in particular e-business situations. The second objective is to master the design and evaluation of business

models by using "design thinking" techniques and adopting the "Managing as designing" paradigm. The third objective is to show how information systems research can help the formalization, design and simulation of business models and other similar strategic objects.

### **MABADM103 – Advanced Business Analysis**

This course develops and explores the role of analyses in managerial decisionmaking processes. Special consideration is given to the role of information technology in this process. The general ambition of this course is for students to present, understand and, to the greatest extent possible, practice business analysis and action. After participation in the course, the student will be acquainted with important concepts for, and common methods in business analysis, able to understand and evaluate the creative multifaceted elements underpinning business analysis and practice – conduct – an advanced business/organisational analysis.

### **MASEM104 – Industrial Workshops**

Industrial Workshops has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum, mainly seen in engineering/MBA courses.

Objectives of industrial workshop are to provide students an insight regarding internal working of companies. It provides students with an opportunity to learn practically through interaction, working methods and employment practices.