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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](http://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](http://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\*

### 1<sup>st</sup> 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.

### 4<sup>th</sup> 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 30<sup>th</sup> April : [www.unil.ch/immat](http://www.unil.ch/immat)

Candidates needing a study visa : 28<sup>th</sup> February

### Start of courses

Mid-September. Academic calendar : [www.unil.ch/central/calendar](http://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](http://www.unil.ch/formations/master-temps-partiel)

### General information on studies

[www.unil.ch/soc](http://www.unil.ch/soc)

### Career prospects

[www.unil.ch/perspectives](http://www.unil.ch/perspectives)  
[www.heccareercenter.ch](http://www.heccareercenter.ch)

### Accommodation and financial assistance

[www.unil.ch/sasme](http://www.unil.ch/sasme)

### International

[www.unil.ch/international](http://www.unil.ch/international)



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