

Master of Science in International Business Development (MScIBD)

● Objectives

The program is designed for students and future managers to specialize in the management of international business for major companies or SMEs (Small- to Medium-sized Enterprises). The teaching is oriented towards developing the skills and research capabilities necessary to manage international business.

● Acquired skills

The distinctive characteristics of the MScIBD are targeted to meet the particular needs of companies and organizations. Specific academic knowledge and practical skills, such as critical thinking, problem solving, communication and autonomy, are developed thanks to group work and case studies. An internship in an organization in Switzerland or abroad can be added towards the end of the program, to guarantee a smooth transition to the job market.

● Career opportunities

Job perspectives following the completion of this program include employment in SMEs, multinationals, NGOs and other international organizations, as well as various institutions working with or for SMEs. The economy's need for well-trained managers in international business extends the job market potential to numerous countries.



Titre décerné

Master of Science in International
Business Development with optional Minor in:

- Business Analytics
- Sustainability Management

Credits

90 ECTS, 3 semestres
120 ECTS, 4 semester

Teaching languages

English (with elective courses in French)

Admission conditions

A Bachelor degree is required. Students with a degree in business or economics from a Swiss university are directly admitted. Other applications are reviewed by the admissions committee. Students from Swiss universities of applied sciences with a focus on business or economics are admitted to the 30 ECTS pre-programme.

Application deadline

April 30 for the autumn semester (mid-September).
Students who need a visa must allow enough time to complete the application procedure before classes begin.

Registration

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Av. du 1^{er}-Mars 26
CH-2000 Neuchâtel
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Information

Institute of Management
Phone: +41 32 718 13 60
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● Course structure

The 90 or 120 ECTS credits of the MScIBD program are composed of courses and seminars, mobility programs and a master thesis of 30 ECTS, which can either be an internship thesis or a research thesis. Completing the program on a part-time basis due to professional or personal reasons is possible.

After a semester of study, students have the possibility of spending a semester at a university belonging to the mobility network of the Faculty of Economics and Business. Students can acquire 30 ECTS, subject to the conclusion of a study contract, allowing the recognition of credits obtained in Switzerland or abroad.

● Interactive teaching

The courses in the MScIBD program are taught by professors of the Institute of Management. A part of the Faculty of Economics and Business, the Institute of Management specializes in business management and is staffed by professors and part-time lecturers, as well as researchers focusing on academic research, the organization of international conferences, teaching and executive education. Most faculty members have extensive experience in management roles or as corporate consultants.

The students benefit from an individualized and personalized mentoring thanks to the reduced class size and the availability of professors and teaching assistants.

● Distinctive features

The MScIBD has numerous characteristics that distinguish it from other programmes:

- Content focused on international topics
- Highly diverse class composition
- Courses in English (with the possibility of taking elective courses in French)
- Program tailored to the needs of the economy
- High-level support for students
- Interactive and innovative teaching based on projects, teamwork, case studies and simulations
- Rigorous program, including integration of theory into practice, and the possibility to do an internship as part of the program
- Flexible length of study
- Excellent career prospects
- Professors' renowned competence

Master program

Semester 1 (30 ECTS)

- International Strategy
- Quantitative Methods in Management
- Marketing and Globalization
- Global Supply Chain Management
- Elective

Semester 2 (30 ECTS)

- Global Corporate Governance and Ethics
- Marketing Analytics and Customer Relationship Management
- International Negotiation
- Global Innovation Management
- Culture, Human Resources and International Firms
- Qualitative Methods in Management
- Elective

Semester 3 (30 ECTS)

Internship Thesis, Research Thesis, Minor in Business Analytics or Minor in Sustainability Management

Semester 4 (30 ECTS)

Internship Thesis or Research Thesis

Elective courses (12 ECTS)

- Economics of Regulation
- Le marketing social pour l'innovation sociale
- Machine Learning
- Business Analytics
- Financial Accounting
- Financial Analysis
- International Monetary System
- European Intellectual Property Law
- Strategic Management of Technology & Innovation
- Corporate Finance
- Valuation
- Approche critique de la mondialisation II
- Transferts de technologie et nouveaux modèles d'innovation