



Swiss International
Institute Lausanne

Version: 1.2

CATALOGUE OF STUDY PROGRAMMES

2024



Swiss International
Institute Lausanne

BACHELOR OF ARTS IN EVENT MANAGEMENT

The programme allows the student to acquire solid knowledge of business processes and analytical techniques as well as sound practical skills. Graduates of the programme can begin their careers in a field of their specialisation and choose from numerous positions at different levels or pursue their academic path with further Master programme in Management which provides a wider range of fundamental methodologies and practical experience.

The Bachelor in Event Management programme explores the concepts, characteristics, and management of local and international events in various locations. It focuses on what makes an event successful and includes such aspects as creation, planning, funding, marketing, operations, and human resources. The Event Management course is designed to offer a mix of lectures, case studies, workshops, guest speakers and interactive sessions; and provides an opportunity for practical application of theory and the experience of delivering a live event.

Language of instruction/examination: Russian

Official duration: 6 semesters (3 years): 5 semesters + Bachelor thesis

ECTS: 186 ECTS

Degree awarded: Bachelor of Arts in Event Management

COURSES

Courses for Bachelor of Arts in Event Management programme are divided into 3 main categories: **Core courses (104 ECTS)** which are obligatory and **Specialisation modules (40 ECTS)** which are introduced during the 2nd and 3rd year of the programme and **Seminars and Workshops (12 ECTS)**. At the end of the studies the student is obliged to prepare a **Bachelor thesis (30 ECTS)**.

Aims of the Programme

Develop Organizational Expertise: Equip students with the skills necessary to plan, organize, and execute a wide range of events, from corporate functions to large-scale public festivals.

Enhance Project Management Skills: Foster proficiency in project management methodologies, enabling students to effectively manage timelines, budgets, and resources for successful event execution.

Cultivate Networking Abilities: Emphasize the importance of building professional relationships within the industry, including collaboration with vendors, sponsors, and clients to create successful events.

Teach Risk Management Strategies: Prepare students to identify potential risks associated with events and develop comprehensive contingency plans to mitigate those risks effectively.

Focus on Marketing and Promotion: Provide students with practical knowledge of marketing strategies specific to event promotion, including social media engagement and public relations tactics.

Emphasize Sustainability and Innovation: Encourage a forward-thinking approach to event planning that integrates sustainable practices and innovative solutions to reduce environmental impact and enhance attendee experience.

LEARNING OUTCOMES

Create Concepts and Designs; Organise and Conduct Events (Including International Events):

Students will develop the ability to conceive and design a wide range of event types, from local to international scale. This includes identifying target audiences, crafting event themes and goals, and aligning creative elements with event objectives. They will learn to effectively plan, coordinate, and execute events, addressing logistical requirements and cultural considerations.

Incorporate Marketing, Financial, Operational, and Logistical Aspects in Event Proposals:

This outcome focuses on integrating essential elements—such as marketing

strategy, budget planning, resource allocation, and logistics—into a comprehensive event proposal. Students will gain skills in formulating realistic and strategic proposals that meet the unique needs of specific events while balancing stakeholder expectations and financial constraints.

Conduct Business, Network, Stakeholder, and Contextual Analysis:

Students will be trained to perform thorough analyses to support the development of sustainable and safe events. This includes assessing business needs, mapping stakeholder interests, conducting contextual research, and accounting for the social, cultural, legal, and ethical aspects that may impact the success of an event.

Evaluate and Manage Human Resources; Build Efficient Teams:

This learning outcome emphasises the importance of evaluating staffing requirements and fostering team dynamics. Students will learn strategies for assembling, managing, and motivating diverse teams, as well as approaches to leadership and conflict resolution that optimise event delivery.

Communicate Responsibly, Negotiate Effectively, and Build Relationships with Clients:

This outcome aims to enhance students' skills in professional communication and negotiation within the event management context. They will learn techniques to establish and nurture relationships with clients, ensuring clear expectations and satisfaction through effective dialogue and customer-focused practices.

Manage Personal Career Development and Lifelong Learning in Response to Industry Evolution:

Students will be encouraged to take ownership of their professional growth, with a focus on adapting to the ever-changing landscape of the event industry. This includes staying current with trends in digitalisation, technology, and industry best practices, and fostering a mindset of lifelong learning and self-improvement.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
SEMESTER 1		31	
BM0001	Accounting I	4	Practical coursework
BM0076	Introduction to Microeconomics	4	Practical coursework
BM0092	Marketing	4	Oral exam
BM0015	Business Ethics	4	Practical coursework
BM0043	Entrepreneurship	6	Oral exam
BM0057	HR Management	4	Practical coursework
BM0014	Business Communication	4	Oral exam
SEM0005/ EDX-S-0001/ EDX-S-0002	Practical Workshop in Event Management I/ Intercultural Communications in the Workplace/ Entrepreneurial Operations: Launching a Startup	1	Practical coursework Defined by the provider Defined by the provider
SEMESTER 2		31	
BM0002	Accounting II	4	Oral exam
BM0051	Globalisation and International Business	4	Oral exam
BM0037	Digital Marketing	4	Practical coursework
BM0075/ EDX-S-0003	Introduction to Macroeconomics/ Macroeconomics - The Basics	4	Practical coursework Defined by the provider
BM0065	Information Systems	4	Practical coursework
BM0024/ BM0041	Logic/ E-commerce	4	Practical coursework
BM0082	Leadership and Teambuilding	4	Oral exam
SEM0001/ EDX-S-0004/	Career Seminar/ Principles of Character Driven Leadership/	3	Practical coursework Defined by the provider

EDX-B-0001	EdX course block: 1. Human Resources: Acquiring and Managing Talent in the 21st Century 2. Business Communication 3. Career Networking: Build a Social Media Presence		Defined by the provider
	SEMESTER 3	33	
BM0074	Introduction to Event Management	4	Oral exam
BM0091	Managing Organisational Change	4	Practical coursework
MAG0007	Innovation Management	6	Practical coursework
BM0100	Operations Management and Logistics	4	Oral exam
BM0027	Customer Relationship Management	4	Oral exam
BM0048	Foundation of Hospitality Management	4	Practical coursework
BM0045	Finance	4	Practical coursework
SEM0006/ EDX-B-0002	Practical Workshop in Event Management II/ EdX course block: 1. Introduction to Hospitality and Tourism Industry 2. How to Influence the Consumer Behavior to Drive Sales by Jonah Berger 3. Customer Relationship Management	3	Practical coursework Defined by the provider
	SEMESTER 4	31	
BM0006	Time Management	4	Practical coursework
BM0117/ BM0013	Statistics/ Business Analysis	4	Practical coursework
BM0102	Planning and Financial Management for Events	4	Oral exam
BM0098	New Business Development	4	Practical coursework
BM0047	Food and Beverage Management	4	Oral exam
BM0021	Financial Planning	4	Practical coursework

MAG0006	Artificial Intelligence in Business Process Management	4	Practical coursework
SEM0004/ EDX-B-0003	Negotiating Workshop/ EdX course block: 1. Introduction to Negotiation Strategy 2. Product Management Fundamentals 3. Navigating Negotiation Intricacies	3	Practical coursework
			Defined by the provider
	SEMESTER 5	30	
BM0114/ BM0105	Social Business Management/ Project Management	4	Practical coursework
BM0120	Sustainable Events Management	4	Oral exam
BM0070	International Marketing	4	Practical coursework
BM0018	Conference and Event Planning	4	Oral exam
BM0097	Negotiation Skills	4	Practical coursework
BM0089	Managing International Events	4	Oral exam
BM0050	Fundraising for Events	4	Practical coursework
SEM0007/ EDX-S-0005	Practical Workshop in Event Management III/ The Future of Tourism	2	Practical coursework
			Defined by the provider
	SEMESTER 6	30	
Bachelor Thesis			



Swiss International
Institute Lausanne

BACHELOR OF ARTS IN LUXURY BRAND MANAGEMENT

The programme allows the student to acquire solid knowledge of business processes and analytical techniques as well as sound practical skills. Graduates of the programme can begin their careers in a field of their specialisation and choose from numerous positions at different levels or pursue their academic path with further Master programme in Management which provides a wider range of fundamental methodologies and practical experience.

The Bachelor in Luxury Brand Management programme provides students with an introduction to luxury: the concept of luxury and the luxury market and explores the origins, evolution as well as its application and relevance. The students will examine the luxury market, its size, the key players and its geographic importance. The students will explore all aspects of managing a luxury brand – from marketing and strategic development to finance.

Language of instruction/examination: Russian

Official duration: 6 semestres (3 years): 5 semesters + Bachelor thesis

ECTS: 186 ECTS

Degree awarded: Bachelor of Arts in Luxury Brand Management

COURSES

Courses for Bachelor of Arts in in Luxury Brand Management programme are divided into 3 main categories: **Core courses (104 ECTS)** which are obligatory, **Specialisation modules (40 ECTS)** which are introduced during the 2nd and 3rd year of the programme, and **Seminars and Workshops (12 ECTS)**. At the end of the studies the student is obliged to prepare a **Bachelor thesis (30 ECTS)**.

Aims of the Programme

Develop Strategic Management Skills: Equip students with the ability to formulate and implement effective brand strategies tailored to the luxury segment, ensuring long-term brand equity and customer loyalty.

Enhance Marketing Proficiency: Foster advanced knowledge of marketing principles specific to luxury brands, including digital marketing, social media strategies, and consumer behavior analysis.

Cultivate Cultural Awareness: Promote an understanding of the cultural and historical contexts influencing luxury branding across different regions, preparing students to operate in a global marketplace.

Emphasize Innovation and Creativity: Encourage students to think innovatively about product development, design, and marketing campaigns to differentiate luxury brands in a competitive landscape.

Master Customer Experience Management: Train students in the art of crafting exceptional customer experiences, understanding the nuances of service excellence that are vital in the luxury industry.

Prepare for Ethical Leadership: Instill a strong sense of ethics and corporate social responsibility, guiding students to promote sustainable practices and social consciousness within the luxury sector.

LEARNING OUTCOMES

Develop Competencies in the Strategic Development of Brands – From Creating Brand Identity and Positioning in the Minds of Customers to the Social Responsibility of Companies:

Students will develop the ability to conceive and design a wide range of event types, from local to international scale. This includes identifying target audiences, crafting event themes and goals, and aligning creative elements with event objectives. They will learn to effectively plan, coordinate, and execute events, addressing logistical requirements and cultural considerations.

Incorporate Marketing, Financial, Operational, and Legal Aspects in Managing a Company in General and a Luxury Business in Particular:

Students will acquire a comprehensive understanding of how to manage the unique demands of a luxury brand by integrating key marketing, financial, operational, and

legal principles. This includes strategies specific to luxury brand management, such as exclusivity, brand heritage, and high-end customer experience.

Perform Business, Network, Stakeholder, Contextual, and Brand Analysis:

This learning outcome prepares students to conduct in-depth analyses across multiple areas relevant to luxury brand management. They will learn to assess market conditions, map stakeholder interests, and perform brand analysis to ensure alignment with the luxury market's expectations and trends.

Communicate Responsibly, Negotiate Effectively, and Build Competent Relationships with Customers and Team Members:

Students will develop strong communication and negotiation skills essential for managing relationships in the luxury sector. This includes cultivating trust and loyalty among clients and collaborating effectively with team members to deliver a seamless luxury experience.

Manage Personal Career Development and Lifelong Learning to Meet the Challenges Presented by a Career in the Luxury Business, Including Aspects of Digitalization:

This outcome emphasizes the importance of personal career management and continuous learning. Students will learn to stay current with trends in digitalization, luxury consumer behavior, and best practices, adapting to the evolving demands of the luxury industry.

Evaluate and Manage Human Resources, and Build Strong and Efficient Teams to Maintain High Standards in Luxury Brand Management:

This learning outcome highlights the importance of assembling and managing a team that upholds the high standards expected in luxury brand management. Students will learn techniques for recruiting, training, and leading teams that deliver exceptional service and quality, which are central to luxury branding.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
SEMESTER 1		31	
BM0001	Accounting I	4	Practical coursework
BM0076	Introduction to Microeconomics	4	Practical coursework
BM0092	Marketing	4	Oral exam
BM0015	Business Ethics	4	Practical coursework
BM0043	Entrepreneurship	6	Oral exam
BM0057	HR Management	4	Practical coursework
BM0014	Business Communication	4	Oral exam
SEM0008/ EDX-S-0001/ EDX-S-0002	Practical Workshop in Luxury Brand Management I/ Intercultural Communications in the Workplace/ Entrepreneurial Operations: Launching a Startup	1	Practical coursework Defined by the provider Defined by the provider
SEMESTER 2		31	
BM0002	Accounting II	4	Oral exam
BM0051	Globalisation and International Business	4	Oral exam
BM0037	Digital Marketing	4	Practical coursework
BM0075/ EDX-S-0003	Introduction to Macroeconomics/ Macroeconomics - The Basics	4	Practical coursework Defined by the provider
BM0065	Information Systems	4	Practical coursework
BM0024/ BM0041	Logic/ E-commerce	4	Practical coursework
BM0082	Leadership and Teambuilding	4	Oral exam
SEM0001/ EDX-S-0004	Career Seminar/ Strategic Leadership/	3	Practical coursework Defined by the provider

EDX-B-0001	EdX course block: 1. Human Resources: Acquiring and Managing Talent in the 21st Century 2. Business Communication 3. Career Networking: Build a Social Media Presence		Defined by the provider
	SEMESTER 3	33	
BM0012	Brand Identity in the Luxury Sector	4	Oral exam
BM0091	Managing Organisational Change	4	Practical coursework
MAG0007	Innovation Management	6	Practical coursework
BM0087	Luxury Quality Management	4	Oral exam
BM0027	Customer Relationship Management	4	Oral exam
BM0044	Fashion Forecasting	4	Practical coursework
BM0045	Finance	4	Practical coursework
SEM0009/ EDX-B-0004	Practical Workshop in Luxury Brand Management II/ EdX course block: 1. Globalization: Past and Future 2. How to Influence the Consumer Behavior to Drive Sales by Jonah Berger 3. Customer Relationship Management	3	Practical coursework Defined by the provider
	SEMESTER 4	31	
BM0022	Counterfeits in the Luxury Sector	4	Practical coursework
BM0117/ BM0013	Statistics/ Business Analysis	4	Practical coursework
BM0085	Luxury Goods and Services Markets	4	Oral exam
BM0098	New Business Development	4	Practical coursework
BM0086	Luxury Product Design	4	Oral exam
BM0021	Financial Planning	4	Practical coursework

MAG0006	Artificial Intelligence in Business Process Management	4	Practical coursework
SEM0004/ EDX-B-0003	Negotiating Workshop/ EdX course block: 1. Introduction to Negotiation Strategy 2. Product Management Fundamentals 3. Navigating Negotiation Intricacies	3	Practical coursework
			Defined by the provider
	SEMESTER 5	30	
BM0114/ BM0077	Social Business Management/ Introduction to Project Management	4	Practical coursework
BM0083	Luxury Brand Analyses and Marketing Strategies	4	Oral exam
BM0097	Negotiation Skills	4	Practical coursework
BM0070	International Marketing	4	Practical coursework
BM0084	Luxury Brand Management	4	Oral exam
BM0090	Managing Jewellery and Luxury Watches	4	Practical coursework
BM0112	Retail Management	4	Oral exam
SEM0010/ EDX-B-0005	Practical Workshop in Luxury Brand Management III/ EdX course block: 1. Brand Management 2. Digital Branding and Engagement 3. Circular Fashion Business Models	2	Practical coursework
			Defined by the provider
	SEMESTER 6	30	
Bachelor Thesis			



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BACHELOR OF ARTS IN PROJECT MANAGEMENT

The programme allows the student to acquire solid knowledge of business processes and analytical techniques as well as sound practical skills. Graduates of the programme can begin their careers in a field of their specialisation and choose from numerous positions at different levels or pursue their academic path with further Master programme in Management which provides a wider range of fundamental methodologies and practical experience.

The Bachelor in Project Management programme is designed to teach students how to successfully manage resources, time and personnel in order to effectively start and complete projects. Through the Bachelor programme in Project Management, students gain understanding and practical experience in project planning and tasks scheduling, risk management and financial prediction, choosing and developing project teams, controlling and measuring results, and following up on team performance.

Language of instruction/examination: Russian

Official duration: 6 semesters (3 years): 5 semesters + Bachelor thesis

ECTS: 182 ECTS

Degree awarded: Bachelor of Arts in Project Management

COURSES

Courses for Bachelor of Arts in Project Management are divided into 3 main categories: **Core courses (104 ECTS)** which are obligatory and **Specialisation modules (36 ECTS)** which are introduced during the 2nd and 3rd year of the programme, and **Seminars and Workshops (12 ECTS)**. At the end of the studies the student is obliged to prepare a **Bachelor thesis (30 ECTS)**.

Aims of the Programme

Develop Comprehensive Project Management Skills: Equip students with a thorough understanding of project management principles, methodologies, tools, and techniques to effectively plan, execute, monitor, and close projects across various industries. This program is designed for individuals aspiring to pursue leadership roles in diverse sectors by mastering the full project management cycle.

Enhance Leadership and Teamwork Abilities: Foster essential leadership skills and the ability to work collaboratively in diverse teams, enabling students to manage stakeholders, resolve conflicts, and motivate team members toward common project goals. The program prepares students to function effectively in multicultural, cross-functional environments, positioning them for roles that require interpersonal and team-management expertise.

Cultivate Critical Thinking and Problem-Solving Skills: Encourage analytical thinking and decision-making capabilities, empowering students to identify potential risks, develop contingency plans, and make informed choices in complex project environments. This aim addresses the need for future project managers who can adapt to dynamic environments and solve intricate challenges.

Promote Ethical and Sustainable Project Management Practices: Instill a strong understanding of ethical considerations and sustainable practices in project management, preparing students to address the social and environmental impacts of their projects positively. The program is intended for students who seek to make a responsible impact in their industries through ethical and sustainable management.

Integrate Technology and Innovation in Project Management: Familiarize students with the latest project management software and tools, as well as innovative methodologies, to prepare them for the evolving landscape of project management in the digital age. This aspect is geared toward equipping students with the technological skills needed for a career in modern project management, adaptable to future industry trends.

LEARNING OUTCOMES

Plan, Organize, and Conduct Different Types of Projects Across Industries at Each Stage of Their Life Cycle:

This outcome emphasizes students' ability to manage projects across diverse industries, guiding them through each phase of a project's life cycle—from initiation

to planning, execution, monitoring, and closure. They will learn how to develop project frameworks, allocate resources effectively, and ensure that each project aligns with organizational goals and objectives.

Manage Businesses and Projects with Respect to Financial, Legal, and Ethical Aspects:

Students will gain a solid understanding of the financial, legal, and ethical factors impacting project and business management. This includes budgeting, regulatory compliance, ethical decision-making, and risk mitigation, ensuring that all actions align with professional standards and organizational integrity.

Conduct Business, Network, Stakeholder, and Contextual Analysis:

Students will be trained to perform thorough analyses to support the development of sustainable and safe events. This includes assessing business needs, mapping stakeholder interests, conducting contextual research, and accounting for the social, cultural, legal, and ethical aspects that may impact the success of an event.

Demonstrate Critical Thinking Skills, Develop Communication Strategies, Negotiate Effectively, and Build Relationships with Stakeholders:

This learning outcome highlights the importance of critical thinking, strategic communication, and negotiation skills in managing project stakeholders. Students will develop techniques to foster collaborative and effective relationships, ensuring clear communication, resolving conflicts, and aligning project objectives with stakeholder expectations.

Perform Business Analysis, Manage Risks, and Develop Sustainable Business Models:

This outcome aims to enhance students' skills in professional communication and negotiation within the event management context. They will learn techniques to establish and nurture relationships with clients, ensuring clear expectations and satisfaction through effective dialogue and customer-focused practices.

Evaluate and Manage Time and Human Resources, Demonstrate Hard and Soft Skills, and Shape a Personal Career Path for Effective Project Execution:

This outcome prepares students to assess time requirements, optimize human resources, and integrate essential hard (technical) and soft (interpersonal) skills into project execution. Students will also explore strategies for personal career

development, fostering the necessary leadership and self-management abilities to succeed in diverse project management environments.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
SEMESTER 1		31	
BM0001	Accounting I	4	Practical coursework
BM0076	Introduction to Microeconomics	4	Practical coursework
BM0092	Marketing	4	Oral exam
BM0015	Business Ethics	4	Practical coursework
BM0043	Entrepreneurship	6	Oral exam
BM0057	HR Management	4	Practical coursework
BM0014	Business Communication	4	Oral exam
SEM0011/ EDX-S-0001/ EDX-S-0002	Practical Workshop in Project Management I/ Intercultural Communications in the Workplace/ Entrepreneurial Operations: Launching a Startup	1	Practical coursework
			Defined by the provider
SEMESTER 2		31	
BM0002	Accounting II	4	Oral exam
BM0051	Globalisation and International Business	4	Oral exam
BM0037	Digital Marketing	4	Practical coursework
BM0075/ EDX-S-0003	Introduction to Macroeconomics/ Macroeconomics - The Basics	4	Practical coursework
			Defined by the provider
BM0065	Information Systems	4	Practical coursework
BM0024/ BM0041	Logic/ E-commerce	4	Practical coursework
BM0082	Leadership and Teambuilding	4	Oral exam
SEM0001/ EDX-S-0004/	Career Seminar/ Strategic Leadership/	3	Practical coursework
			Defined by the provider

EDX-B-0001	EdX course block: 1. Human Resources: Acquiring and Managing Talent in the 21st Century 2. Business Communication 3. Exercising Leadership: Foundational Principles 4. Career Networking: Build a Social Media Presence		Defined by the provider
	SEMESTER 3	33	
BM0077	Introduction to Project Management	4	Oral exam
BM0091	Managing Organisational Change	4	Practical coursework
MAG0007	Innovation Management	6	Practical coursework
BM0100	Operations Management and Logistics	4	Oral exam
BM0027	Customer Relationship Management	4	Oral exam
BM0070	International Marketing	4	Practical coursework
BM0045	Finance	4	Practical coursework
SEM0012/ EDX-B-0004	Practical Workshop in Project Management II/ EdX course block: 1. Globalization: Past and Future 2. How to Influence the Consumer Behavior to Drive Sales by Jonah Berger 3. Customer Relationship Management	3	Practical coursework Defined by the provider
	SEMESTER 4	27	
BM0097	Negotiation Skills	4	Practical coursework
BM0119	Strategic Management	4	Oral exam
BM0098	New Business Development	4	Practical coursework
BM0105	Project Management	4	Oral exam
BM0021	Financial Planning	4	Practical coursework
BM0108	Project Quality Management	4	Oral exam
SEM0004/	Negotiating Workshop/ EdX course block:	3	Practical coursework

EDX-B-0003	<ol style="list-style-type: none"> 1. Introduction to Negotiation Strategy 2. Product Management Fundamentals 3. Navigating Negotiation Intricacies 		Defined by the provider
	SEMESTER 5	30	
MAG0006	Artificial Intelligence in Business Process Management	4	Practical coursework
BM0114	Social Business Management	4	Practical coursework
BM0106	Project Management Tools and Methods	4	Oral exam
BM0109	Project Risk Management	4	Practical coursework
BM0107	Project Procurement Management	4	Practical coursework
BM0031	Decision Making in Projects	4	Oral exam
BM0071	International Project Management	4	Practical coursework
SEM0013/ EDX-B-0006	Practical Workshop in Project Management III/ EdX course block: <ol style="list-style-type: none"> 1. Effective Communication for Program and Project Stakeholders and Teams 2. Designing Project Information Hubs for Program and Project Performance 3. Risk Management for Projects 4. The Productization of a Vision: Linking Operations to Strategy 	2	Practical coursework Defined by the provider
	SEMESTER 6	30	
Bachelor Thesis			



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BACHELOR OF ARTS IN PROJECT MANAGEMENT

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Language of instruction/examination: Russian

Official duration: 8 semesters (4 years): 7 semesters + Bachelor thesis

ECTS: 241 ECTS

Degree awarded: Bachelor of Arts in Project Management

COURSES

Courses for Bachelor of Arts in Project Management are divided into 3 main categories: **Core courses (153 ECTS)** which are obligatory and **Specialisation modules (46 ECTS)** which are introduced during the 2nd, 3rd, and 4th years of the programme, and **Seminars and Workshops (12 ECTS)**. At the end of the studies the student is obliged to prepare a **Bachelor thesis (30 ECTS)**.

Aims of the Programme

Develop Comprehensive Project Management Skills: Equip students with a thorough understanding of project management principles, methodologies, tools, and techniques to effectively plan, execute, monitor, and close projects across various industries. This program is designed for individuals aspiring to pursue leadership roles in diverse sectors by mastering the full project management cycle.

Enhance Leadership and Teamwork Abilities: Foster essential leadership skills and the ability to work collaboratively in diverse teams, enabling students to manage stakeholders, resolve conflicts, and motivate team members toward common project goals. The program prepares students to function effectively in multicultural, cross-functional environments, positioning them for roles that require interpersonal and team-management expertise.

Cultivate Critical Thinking and Problem-Solving Skills: Encourage analytical thinking and decision-making capabilities, empowering students to identify potential risks, develop contingency plans, and make informed choices in complex project environments. This aim addresses the need for future project managers who can adapt to dynamic environments and solve intricate challenges.

Promote Ethical and Sustainable Project Management Practices: Instill a strong understanding of ethical considerations and sustainable practices in project management, preparing students to address the social and environmental impacts of their projects positively. The program is intended for students who seek to make a responsible impact in their industries through ethical and sustainable management.

Integrate Technology and Innovation in Project Management: Familiarize students with the latest project management software and tools, as well as innovative methodologies, to prepare them for the evolving landscape of project management in the digital age. This aspect is geared toward equipping students with the technological skills needed for a career in modern project management, adaptable to future industry trends.

LEARNING OUTCOMES

Plan, Organize, and Conduct Different Types of Projects Across Industries at Each Stage of Their Life Cycle:

This outcome emphasizes students' ability to manage projects across diverse industries, guiding them through each phase of a project's life cycle—from initiation

to planning, execution, monitoring, and closure. They will learn how to develop project frameworks, allocate resources effectively, and ensure that each project aligns with organizational goals and objectives.

Manage Businesses and Projects with Respect to Financial, Legal, and Ethical Aspects:

Students will gain a solid understanding of the financial, legal, and ethical factors impacting project and business management. This includes budgeting, regulatory compliance, ethical decision-making, and risk mitigation, ensuring that all actions align with professional standards and organizational integrity.

Conduct Business, Network, Stakeholder, and Contextual Analysis:

Students will be trained to perform thorough analyses to support the development of sustainable and safe events. This includes assessing business needs, mapping stakeholder interests, conducting contextual research, and accounting for the social, cultural, legal, and ethical aspects that may impact the success of an event.

Demonstrate Critical Thinking Skills, Develop Communication Strategies, Negotiate Effectively, and Build Relationships with Stakeholders:

This learning outcome highlights the importance of critical thinking, strategic communication, and negotiation skills in managing project stakeholders. Students will develop techniques to foster collaborative and effective relationships, ensuring clear communication, resolving conflicts, and aligning project objectives with stakeholder expectations.

Perform Business Analysis, Manage Risks, and Develop Sustainable Business Models:

This outcome aims to enhance students' skills in professional communication and negotiation within the event management context. They will learn techniques to establish and nurture relationships with clients, ensuring clear expectations and satisfaction through effective dialogue and customer-focused practices.

Evaluate and Manage Time and Human Resources, Demonstrate Hard and Soft Skills, and Shape a Personal Career Path for Effective Project Execution:

This outcome prepares students to assess time requirements, optimize human resources, and integrate essential hard (technical) and soft (interpersonal) skills into project execution. Students will also explore strategies for personal career

development, fostering the necessary leadership and self-management abilities to succeed in diverse project management environments.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
SEMESTER 1		30	
BM0001	Accounting I	4	Practical coursework
BM0076	Introduction to Microeconomics	4	Practical coursework
BM0092	Marketing	4	Oral exam
BM0024	Logic	4	Practical coursework
BM0043	Entrepreneurship	6	Oral exam
BM0057	HR Management	4	Practical coursework
BM0014	Business Communication	4	Oral exam
SEMESTER 2		29	
BM0002	Accounting II	4	Oral exam
BM0051	Globalisation and International Business	4	Oral exam
BM0073	Internet Marketing	6	Oral exam
BM0075/ EDX-S-0003	Introduction to Macroeconomics/ Macroeconomics - The Basics	4	Practical coursework Defined by the provider
BM0065	Information Systems	4	Practical coursework
BM0054	High Performance Leadership	3	Practical coursework
BM0082	Leadership and Teambuilding	4	Oral exam
SEMESTER 3		33	
BM0077	Introduction to Project Management	4	Oral exam
BM0119	Strategic Management	4	Oral exam
BM0097	Negotiation Skills	4	Practical coursework
BM0122	The History and Future of Business	4	Practical coursework
MAG0007	Innovation Management	6	Practical coursework
BM0100	Operations Management and Logistics	4	Oral exam
BM0117	Statistics	4	Practical coursework
SEM0004/	Negotiating Workshop/ EdX course block:	3	Practical coursework

EDX-B-0003	1. Introduction to Negotiation Strategy 2. Product Management Fundamentals 3. Navigating Negotiation Intricacies		Defined by the provider
	SEMESTER 4	29	
BM0105	Project Management	4	Oral exam
BM0027	Customer Relationship Management	4	Oral exam
BM0045	Finance	4	Practical coursework
BM0091	Managing Organisational Change	4	Practical coursework
BM0015	Business Ethics	4	Practical coursework
BM0116	Sociology for Business	4	Practical coursework
MAG0006	Artificial Intelligence in Business Process Management	4	Practical coursework
SEM0011/ EDX-S-0001/ EDX-S-0002	Practical Workshop in Project Management I/ Intercultural Communications in the Workplace/ Entrepreneurial Operations: Launching a Startup	1	Practical coursework Defined by the provider
	SEMESTER 5	33	
BM0106	Project Management Tools and Methods	4	Oral exam
BM0098	New Business Development	4	Practical coursework
BM0031	Decision Making in Projects	4	Oral exam
BM0072	International Trade	4	Practical coursework
BM0011	Basics of Freelancing	6	Practical coursework
BM0021	Financial Planning	4	Practical coursework
BM0008	Advertising	4	Oral exam
SEM0012/ EDX-B-0004	Practical Workshop in Project Management II/ EdX course block: 1. Globalization: Past and Future 2. How to Influence the Consumer Behavior to Drive Sales by Jonah Berger 3. Customer Relationship Management	3	Practical coursework Defined by the provider
	SEMESTER 6	28	

BM0107	Project Procurement Management	4	Practical coursework
BM0041	E-commerce	4	Practical coursework
BM0071	International Project Management	4	Oral exam
BM0013	Business Analysis	4	Practical coursework
BM0070	International Marketing	4	Practical coursework
BM0068	Intellectual Property	6	Practical coursework
SEM0013/ EDX-B-0006	Practical Workshop in Project Management III/EdX course block: 1. Effective Communication for Program and Project Stakeholders and Teams 2. Designing Project Information Hubs for Program and Project Performance 3. Risk Management for Projects 4. The Productization of a Vision: Linking Operations to Strategy	2	Practical coursework
			Defined by the provider
SEMESTER 7		29	
BM0109	Project Risk Management	4	Practical coursework
BM0108	Project Quality Management	4	Oral exam
BM0103	PR and Media Management	4	Practical coursework
BM0114	Social Business Management	4	Practical coursework
BM0004	Administration of Information Systems	6	Oral exam
BM0037	Digital Marketing	4	Practical coursework
SEM0001/ EDX-S-0004/ EDX-B-0001	Career Seminar/ Strategic Leadership/ EdX course block:	3	Practical coursework
			Defined by the provider

	<ol style="list-style-type: none"> 1. Human Resources: Acquiring and Managing Talent in the 21st Century 2. Business Communication 3. Career Networking: Build a Social Media Presence 		
	SEMESTER 8	30	
Bachelor Thesis or Internship			



Swiss International
Institute Lausanne

BACHELOR OF SCIENCE IN INFORMATION SYSTEMS AND TECHNOLOGY

The programme allows the student to acquire solid knowledge of information technologies as well as relevant practical skills. Graduates of the programme can begin their careers in a field of their specialisation and choose from numerous positions at different levels or pursue their academic path with further Master programme which provides a wider range of fundamental methodologies and practical experience.

The programme combines numerous disciplines in mathematics, information technology, programming, data management and others, which gives students opportunities to work in various fields in the roles of programmer, system administrator, IT project manager.

Language of instruction/examination: Russian

Official duration: 6 semesters (3 years): 5 semesters + Bachelor thesis

ECTS: 180 ECTS

Degree awarded: Bachelor of Science in Information Systems and Technology

COURSES

Courses for Bachelor of Science in Information Systems and Technology programme are divided into 3 main categories: **Core courses (102 ECTS)** which are obligatory and **Specialisation modules (46 ECTS)** which are introduced during the 2nd and 3rd year of the programme, **and Workshops (2 ECTS)**. At the end of the studies the student is obliged to prepare a **Bachelor thesis (30 ECTS)**.

Aims of the Programme

Provide students with strong skills in software development and information systems management to meet the growing demands of the global technology industry.

Develop students' expertise in data analysis and cybersecurity, enabling them to support decision-making based on data and protect digital assets within organizations.

Teach students to design and develop user-friendly applications and platforms, focusing on user experience and accessibility, to improve interaction with technology for various user groups.

LEARNING OUTCOMES

Develop Software Using Modern Programming Languages and Tools, Adapting to the Evolving Technology Landscape:

This outcome focuses on students' ability to design and develop software solutions using contemporary programming languages, frameworks, and tools. Students will learn to keep pace with technological advancements, enhancing their adaptability and problem-solving skills in response to the dynamic IT landscape.

Design, Implement, and Maintain Information Systems and Communication Networks, Ensuring Scalability and Reliability:

Students will acquire the skills to build, deploy, and maintain robust information systems and networks that can scale with organizational needs. This includes planning network infrastructure, ensuring consistent performance, and addressing challenges related to system reliability and user demand.

Create and Implement Technologies for Data Collection, Processing, and Analysis to Support Informed Decision-Making:

This learning outcome equips students with the skills to develop tools and techniques for gathering, processing, and analyzing data. They will focus on producing actionable insights that inform business decisions, using data analytics, machine learning, and visualization to extract meaningful information from complex datasets.

Develop Intuitive and User-Friendly Applications and Platforms with a Focus on User Experience and Accessibility Across Devices:

Students will learn to create applications and platforms that prioritize user experience, usability, and accessibility. Emphasis is placed on designing interfaces that are intuitive and adaptable to various devices, ensuring that end-users have a seamless and engaging experience across all platforms.

Ensure Information Security and Data Protection Using Industry-Standard Protocols and Practices:

This outcome emphasizes the importance of safeguarding data and systems against cyber threats. Students will be trained in industry-standard security practices and protocols, focusing on protecting information integrity, confidentiality, and availability to meet regulatory and ethical standards.

Demonstrate Effective Communication, Teamwork, and Leadership Skills in Diverse and Cross-Cultural Environments:

This outcome prepares students to work collaboratively in multicultural teams, fostering an environment of mutual respect and understanding. They will develop strong communication and leadership skills, essential for coordinating with stakeholders and contributing positively to global, cross-functional projects.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
SEMESTER 1		30	
BM0061/ EDX-S-0008	Informatics/ CS50's Introduction to Computer Science	6	Oral exam Defined by the provider
BM0095	Mathematics	6	Oral exam
BM0009	Algebra and Number Theory	6	Practical coursework
BM0040	Discrete Mathematics	4	Practical coursework
BM0042	English Language	4	Oral exam
BM0024/ BM0105	Logic/ Project Management	4	Practical coursework
SEMESTER 2		30	
BM0104	Probability Theory and Mathematical Statistics	6	Oral exam
BM0140/ EDX-B-0018	Introduction to Programming/ EdX course block: 1. Git and GitHub Basics 2. CS50's Introduction to Programming with Python	6	Practical coursework Defined by the provider
BM0111	Raster Graphics	5	Practical coursework
BM0125	Vector Graphics	5	Practical coursework
BM0134/ EDX-S-0009	Introduction to Database Systems/CS50's Introduction to Databases with SQL	4	Practical coursework Defined by the provider
BM0136/ EDX-S-0010	Introduction to Software Engineering/Software Engineering Basics for Everyone	4	Practical coursework Defined by the provider
SEMESTER 3		30	
BM0020	Content Management	4	Practical coursework

BM0129	Data Structures and Algorithms	4	Practical coursework
BM0126/ EDX-S-0011	Web Programming/CS50's Web Programming with Python and JavaScript	6	Oral exam
			Defined by the provider
BM0067	Information Technology	4	Practical coursework
BM0058	Hypertext and Multimedia Information Technologies	4	Practical coursework
BM0053/ EDX-S-0012	Hardware of Computer Systems/ Hardware and Operating Systems	4	Practical coursework
			Defined by the provider
BM0035	Development of Interactive Applications for Websites	4	Practical coursework
SEMESTER 4		30	
BM0064/ EDX-B-0019	Information Security and Information Protection/EdX course block: 1. Unlocking Information Security I: From Cryptography to Buffer Overflows 2. Unlocking Information Security II: An Internet Perspective	6	Practical coursework
			Defined by the provider
BM0029	Data Management	4	Oral exam
BM0004	Administration of Information Systems	4	Oral exam
BM0141/ EDX-B-0020	Advanced Programming Concepts/EdX course block: 1. C++ Programming: Basic Skills 2. C++ Programming: Intermediate Concepts	6	Practical coursework
			Defined by the provider
BM0063	Information Processing Technologies	4	Oral exam
BM0033	Design of Information Systems and Technologies	6	Oral exam
SEMESTER 5		30	
BM0124	3D Graphics	6	Practical coursework

BM0034	Development of an Electronic Portal	6	Oral exam
BM0062	Information and Analytical Systems	2	Practical coursework
BM0123	Theory of Information Processes and Systems	6	Oral exam
BM0097/ BM0025	Negotiation Skills/ Cross-Cultural Management	4	Practical coursework Practical coursework
BM0014/ BM0082	Business Communication/ Leadership and Teambuilding	4	Practical coursework Practical coursework
SEM0014	Practical Workshop in Information Systems and Technology I	2	Practical coursework
	SEMESTER 6	30	
	Bachelor Thesis		



Swiss International
Institute Lausanne

BACHELOR OF SCIENCE IN INFORMATION SYSTEMS AND TECHNOLOGY

The programme allows the student to acquire solid knowledge of information technologies as well as relevant practical skills. Graduates of the programme can begin their careers in a field of their specialisation and choose from numerous positions at different levels or pursue their academic path with further Master programme which provides a wider range of fundamental methodologies and practical experience.

The programme combines numerous disciplines in mathematics, information technology, programming, data management and others, which gives students opportunities to work in various fields in the roles of programmer, system administrator, IT project manager.

Language of instruction/examination: Russian

Official duration: 8 semesters (4 years): 7 semesters + Bachelor thesis

ECTS: 240 ECTS

Degree awarded: Bachelor of Science in Information Systems and Technology

COURSES

Courses for Bachelor of Science in Information Systems and Technology programme are divided into 3 main categories: **Core courses (142 ECTS)** which are obligatory and **Specialisation modules (62 ECTS)** which are introduced during the 2nd, 3rd, and 4th years of the programme, **and Workshops (6 ECTS)**. At the end of the studies the student is obliged to prepare a **Bachelor thesis (30 ECTS)**.

Aims of the Programme

Provide students with strong skills in software development and information systems management to meet the growing demands of the global technology industry.

Develop students' expertise in data analysis and cybersecurity, enabling them to support decision-making based on data and protect digital assets within organizations.

Teach students to design and develop user-friendly applications and platforms, focusing on user experience and accessibility, to improve interaction with technology for various user groups.

LEARNING OUTCOMES

Develop Software Using Modern Programming Languages and Tools, Adapting to the Evolving Technology Landscape:

This outcome focuses on students' ability to design and develop software solutions using contemporary programming languages, frameworks, and tools. Students will learn to keep pace with technological advancements, enhancing their adaptability and problem-solving skills in response to the dynamic IT landscape.

Design, Implement, and Maintain Information Systems and Communication Networks, Ensuring Scalability and Reliability:

Students will acquire the skills to build, deploy, and maintain robust information systems and networks that can scale with organisational needs. This includes planning network infrastructure, ensuring consistent performance, and addressing challenges related to system reliability and user demand.

Create and Implement Technologies for Data Collection, Processing, and Analysis to Support Informed Decision-Making:

This learning outcome equips students with the skills to develop tools and techniques for gathering, processing, and analysing data. They will focus on producing actionable insights that inform business decisions, using data analytics, machine learning, and visualisation to extract meaningful information from complex datasets.

Develop Intuitive and User-Friendly Applications and Platforms with a Focus on User Experience and Accessibility Across Devices:

Students will learn to create applications and platforms that prioritise user experience, usability, and accessibility. Emphasis is placed on designing interfaces that are intuitive and adaptable to various devices, ensuring that end-users have a seamless and engaging experience across all platforms.

Ensure Information Security and Data Protection Using Industry-Standard Protocols and Practices:

This outcome emphasises the importance of safeguarding data and systems against cyber threats. Students will be trained in industry-standard security practices and protocols, focusing on protecting information integrity, confidentiality, and availability to meet regulatory and ethical standards.

Demonstrate Effective Communication, Teamwork, and Leadership Skills in Diverse and Cross-Cultural Environments:

This outcome prepares students to work collaboratively in multicultural teams, fostering an environment of mutual respect and understanding. They will develop strong communication and leadership skills, essential for coordinating with stakeholders and contributing positively to global, cross-functional projects.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
SEMESTER 1		30	
BM0061/ EDX-S-0008	Informatics/ CS50's Introduction to Computer Science	6	Oral exam Defined by the provider
BM0095	Mathematics	6	Oral exam
BM0009	Algebra and Number Theory	6	Practical coursework
BM0040	Discrete Mathematics	4	Practical coursework
BM0042	English Language	4	Oral exam
BM0105	Project Management	4	Practical coursework
SEMESTER 2		30	
BM0104	Probability Theory and Mathematical Statistics	6	Oral exam
BM0140/ EDX-B-0018	Introduction to Programming/ EdX course block: 1. Git and GitHub Basics 2. CS50's Introduction to Programming with Python	6	Practical coursework Defined by the provider
BM0111	Raster Graphics	5	Practical coursework
BM0125	Vector Graphics	5	Practical coursework
BM0134/ EDX-S-0009	Introduction to Database Systems/ CS50's Introduction to Databases with SQL	4	Practical coursework Defined by the provider
BM0136/ EDX-S-0010	Introduction to Software Engineering/ Software Engineering Basics for Everyone	4	Practical coursework Defined by the provider
SEMESTER 3		30	
BM0020	Content Management	4	Practical coursework
BM0129	Data Structures and Algorithms	4	Practical coursework

BM0126/ EDX-S-0011	Web Programming/ CS50's Web Programming with Python and JavaScript	6	Oral exam Defined by the provider
BM0067	Information Technology	4	Practical coursework
BM0058	Hypertext and Multimedia Information Technologies	4	Practical coursework
BM0053/ EDX-S-0012	Hardware of Computer Systems/ Hardware and Operating Systems	4	Practical coursework Defined by the provider
BM0035	Development of Interactive Applications	4	Practical coursework
SEMESTER 4		30	
BM0064/ EDX-B-0019	Information Security and Information Protection/ EdX course block: 1. Unlocking Information Security I: From Cryptography to Buffer Overflows 2. Unlocking Information Security II: An Internet Perspective	6	Practical coursework Defined by the provider
BM0029	Data Management	4	Oral exam
BM0004	Administration of Information Systems	4	Oral exam
BM0141/ EDX-B-0020	Advanced Programming Concepts/EdX course block: 1. C++ Programming: Basic Skills 2. C++ Programming: Intermediate Concepts	6	Practical coursework Defined by the provider
BM0063	Information Processing Technologies	4	Oral exam
BM0033	Design of Information Systems and Technologies	6	Oral exam
SEMESTER 5		30	
BM0124	3D Graphics	6	Practical coursework
BM0034	Development of an Electronic Portal	6	Oral exam

BM0062	Information and Analytical Systems	2	Practical coursework
BM0123	Theory of Information Processes and Systems	6	Oral exam
BM0097	Negotiation Skills	4	Practical coursework
BM0014	Business Communication	4	Practical coursework
SEM0014	Practical Workshop in Information Systems and Technology I	2	Practical coursework
	SEMESTER 6	30	
BM0130	History of Science	4	Practical coursework
BM0049	Functional Programming	6	Practical coursework
BM0135	Data Visualization	4	Practical coursework
BM0025	Cross-Cultural Management	4	Practical coursework
BM0137	Artificial Intelligence Basics	6	Practical coursework
BM0024	Logic	4	Practical coursework
SEM0015	Practical Workshop in Information Systems and Technology II	2	Practical coursework
	SEMESTER 7	30	
BM0144	Advanced Machine Learning and AI Applications	6	Practical coursework
BM0142	Introduction to Cloud Computing	4	Practical coursework
BM0143	Business Intelligence (BI) and Data Analysis	4	Practical coursework
BM0132	Introduction to DevOps and CI/CD	4	Practical coursework
BM0133	Mobile Application Development	6	Practical coursework
BM0082	Leadership and Teambuilding	4	Practical coursework
SEM0016	Practical Workshop in Information Systems and Technology III	2	Practical coursework
	SEMESTER 8	30	
Bachelor Thesis			



Swiss International
Institute Lausanne

BACHELOR OF SCIENCE IN INTERNET MARKETING

The programme of Bachelor of Science in Internet Marketing allows the student to acquire solid knowledge of internet marketing as well as relevant practical skills. Graduates of the programme can begin their careers in a field of their specialisation and choose from numerous positions at different levels or pursue their academic path with further Master programme which provides a wider range of fundamental methodologies and practical experience.

Courses include Marketing Strategy, Website Design, Digital Media Planning, Data-Driven Marketing, Social Media Marketing, Entrepreneurship. Students must also take a special course that SEO&SEM and Market Analytics.

Language of instruction/examination: Russian

Official duration: 6 semesters (3 years): 5 semesters + Bachelor thesis

ECTS: 182 ECTS

Degree awarded: Bachelor of Science in Internet Marketing

COURSES

Courses for Bachelor of Science in Internet Marketing programme are divided into 3 main categories: **Core courses (102 ECTS)** which are obligatory and **Specialisation modules (48 ECTS)** which are introduced during the 2nd and 3rd year of the programme, **and Workshops (2 ECTS)**. At the end of the studies the student is obliged to prepare a **Bachelor thesis (30 ECTS)**.

Aims of the Programme

Equip students with a comprehensive understanding of how Internet technologies can be applied to promote businesses in the market, emphasizing both theoretical foundations and practical applications within the field of Internet marketing.

Cultivate the skills and competencies essential for students to excel as marketing specialists across various industries and organizational structures, preparing them to adapt to diverse business environments.

Empower students to design, develop, and manage high-quality e-commerce websites, interactive applications, and digital content that effectively engage and resonate with their target audience.

Enhance students' abilities to create and execute impactful digital marketing campaigns and strategies for promoting products and services across multiple channels, including email, social media, content marketing, and search engines.

Strengthen students' data analysis skills to interpret digital marketing metrics, identify trends, assess risks, and uncover growth opportunities, fostering a data-driven approach to marketing.

Provide students with the technical expertise to apply search engine marketing (SEM) and search engine optimization (SEO) techniques, enabling them to increase website visibility and attract targeted website traffic.

Develop students' communication skills to facilitate effective interaction with clients, colleagues, and other stakeholders, fostering collaboration and understanding within a professional digital marketing context.

LEARNING OUTCOMES

Design, Develop, and Maintain High-Quality E-Commerce Websites and Digital Content to Engage Target Audiences:

Students will gain the ability to design and maintain effective e-commerce platforms, interactive applications, and digital content. They will learn how to craft experiences that resonate with target audiences, aligning design and functionality to meet business objectives.

Plan, Implement, and Optimise Multi-Channel Digital Marketing Campaigns:

Students will develop expertise in creating and managing targeted digital marketing campaigns across various platforms, including email, social media, and search engines. They will also learn strategies for campaign optimisation to enhance reach, engagement, and conversion.

Analyse Digital Marketing Metrics to Drive Data-Driven Decision-Making:

Students will acquire the skills to evaluate and interpret digital marketing data, uncovering trends and insights. This knowledge will enable them to assess risks, identify growth opportunities, and refine marketing strategies for optimal performance.

Apply Advanced Search Engine Marketing (SEM) and Search Engine Optimisation (SEO) Techniques:

Students will master advanced SEM and SEO practices to improve website visibility, increase traffic, and achieve higher search engine rankings. They will learn how to use these techniques to support overall marketing and business goals.

Collaborate and Communicate Effectively with Clients and Stakeholders to Achieve Goals:

Students will develop strong collaboration and communication skills, ensuring alignment with clients, stakeholders, and team members. They will focus on maintaining clarity, managing expectations, and delivering results that align with strategic objectives.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
	SEMESTER 1	32	
BM0061	Informatics	6	Practical coursework
BM0095	Mathematics	6	Oral exam
BM0117	Statistics	4	Practical coursework
BM0092	Marketing	4	Oral exam
BM0042	English Language	4	Oral exam
BM0128	The Art of Marketing	4	Practical coursework
BM0105/ EDX-B-0007	Project Management/ EdX course block: <ol style="list-style-type: none"> 1. Introduction to Project Management 2. Managing Conflicts on Projects with Cultural and Emotional Intelligence 3. Product Management Fundamentals 4. Critical Thinking & Problem Solving 5. Effective Communication for Program and Project Stakeholders and Teams 6. Designing Project Information Hubs for Program and Project Performance 7. Risk Management for Projects 	4	Practical coursework Defined by the provider
	SEMESTER 2	32	
BM0073	Internet Marketing	6	Oral exam
BM0094	Marketing Strategy	6	Oral exam
BM0020	Content Management	4	Practical coursework

BM0041	E-commerce	4	Practical coursework
BM0043	Entrepreneurship	6	Oral exam
BM0067	Information Technology	4	Practical coursework
BM0019/ EDX-B-0008	Consumer Behavior/EdX course block: 1. Marketing Fundamentals: Who Is Your Customer? 2. Customer Centric Marketing for Entrepreneurs 3. Customer Relationship Management	2	Practical coursework
			Defined by the provider
SEMESTER 3		30	
BM0127	Website Design	6	Oral exam
BM0052	Graphic Design	6	Practical coursework
BM0093	Marketing Analytics	6	Oral exam
BM0029	Data Management	4	Oral exam
BM0113/ EDX-B-0009	SEO&SEM/EdX course block: 1. Online Advertising & Social Media 2. Digital Marketing Analytics: Tools and Techniques 3. Marketing Innovative Products and Services 4. Marketing Operations 5. Digital Marketing Strategy	6	Practical coursework
			Defined by the provider
SEM0017/ EDX-B-0011	Practical Workshop in Internet Marketing I/EdX course block: 1. Digital Branding and Engagement 2. Reputation Management in a Digital World 3. Introduction to Digital Asset Management (DAM)	2	Practical coursework
			Defined by the provider

	SEMESTER 4	28	
BM0115	Social Media Marketing	6	Oral exam
BM0126/ EDX-B-0010	Web Programming/ EdX course block: 1. CS50's Web Programming with Python and JavaScript 2. HTML5 and CSS Fundamentals 3. UX Design	6	Practical coursework Defined by the provider
BM0035	Development of Interactive Applications for Websites	4	Practical coursework
BM0059	Influencer Marketing	4	Oral exam
BM0008	Advertising	4	Oral exam
BM0110/ BM0103	Promotion/ PR and Media Management	4	Practical coursework
	SEMESTER 5	30	
BM0135	Data Visualization	4	Practical coursework
BM0030	Data-Driven Marketing	6	Oral exam
MAG0006	Artificial Intelligence in Business Process Management	4	Practical coursework
BM0038	Digital Media Planning	4	Oral exam
BM0081	Landing Pages	4	Practical coursework
BM0023	CPA & Teaser Marketing	4	Oral exam
BM0014/	Business Communication/ EdX course block:	4	Practical coursework

EDX-B-0012	<ol style="list-style-type: none"> 1. Career Networking: Build a Social Media Presence 2. Rhetoric: The Art of Persuasive Writing and Public Speaking 3. Business Communication 4. Exercising Leadership: Foundational Principles 		Defined by the provider
	SEMESTER 6	30	
Bachelor Thesis			



Swiss International
Institute Lausanne

BACHELOR OF SCIENCE IN INTERNET MARKETING

The programme of Bachelor of Science in Internet Marketing allows the student to acquire solid knowledge of internet marketing as well as relevant practical skills. Graduates of the programme can begin their careers in a field of their specialisation and choose from numerous positions at different levels or pursue their academic path with further Master programme which provides a wider range of fundamental methodologies and practical experience.

Courses include Marketing Strategy, Website Design, Digital Media Planning, Data-Driven Marketing, Social Media Marketing, Entrepreneurship. Students must also take a special course that SEO&SEM and Market Analytics.

Language of instruction/examination: Russian

Official duration:8 semesters (4 years): 7 semesters + Bachelor thesis

ECTS: 242 ECTS

Degree awarded: Bachelor of Science in Internet Marketing

COURSES

Courses for Bachelor of Science in Internet Marketing programme are divided into 3 main categories: **Core courses (151 ECTS)** which are obligatory and **Specialisation modules (52 ECTS)** which are introduced during the 2nd, 3rd, and 4th years of the programme, **and Workshops (9 ECTS)**. At the end of the studies the student is obliged to prepare a **Bachelor thesis (30 ECTS)**.

Aims of the Programme

Equip students with a comprehensive understanding of how Internet technologies can be applied to promote businesses in the market, emphasizing both theoretical foundations and practical applications within the field of Internet marketing.

Cultivate the skills and competencies essential for students to excel as marketing specialists across various industries and organizational structures, preparing them to adapt to diverse business environments.

Empower students to design, develop, and manage high-quality e-commerce websites, interactive applications, and digital content that effectively engage and resonate with their target audience.

Enhance students' abilities to create and execute impactful digital marketing campaigns and strategies for promoting products and services across multiple channels, including email, social media, content marketing, and search engines.

Strengthen students' data analysis skills to interpret digital marketing metrics, identify trends, assess risks, and uncover growth opportunities, fostering a data-driven approach to marketing.

Provide students with the technical expertise to apply search engine marketing (SEM) and search engine optimization (SEO) techniques, enabling them to increase website visibility and attract targeted website traffic.

Develop students' communication skills to facilitate effective interaction with clients, colleagues, and other stakeholders, fostering collaboration and understanding within a professional digital marketing context.

LEARNING OUTCOMES

Design, Develop, and Maintain High-Quality E-Commerce Websites and Digital Content to Engage Target Audiences:

Students will gain the ability to design and maintain effective e-commerce platforms, interactive applications, and digital content. They will learn how to craft experiences that resonate with target audiences, aligning design and functionality to meet business objectives.

Plan, Implement, and Optimise Multi-Channel Digital Marketing Campaigns:

Students will develop expertise in creating and managing targeted digital marketing campaigns across various platforms, including email, social media, and search engines. They will also learn strategies for campaign optimisation to enhance reach, engagement, and conversion.

Analyse Digital Marketing Metrics to Drive Data-Driven Decision-Making:

Students will acquire the skills to evaluate and interpret digital marketing data, uncovering trends and insights. This knowledge will enable them to assess risks, identify growth opportunities, and refine marketing strategies for optimal performance.

Apply Advanced Search Engine Marketing (SEM) and Search Engine Optimisation (SEO) Techniques:

Students will master advanced SEM and SEO practices to improve website visibility, increase traffic, and achieve higher search engine rankings. They will learn how to use these techniques to support overall marketing and business goals.

Collaborate and Communicate Effectively with Clients and Stakeholders to Achieve Goals:

Students will develop strong collaboration and communication skills, ensuring alignment with clients, stakeholders, and team members. They will focus on maintaining clarity, managing expectations, and delivering results that align with strategic objectives.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
SEMESTER 1		30	
BM0061	Informatics	6	Practical coursework
BM0095	Mathematics	6	Oral exam
BM0117	Statistics	4	Practical coursework
BM0092	Marketing	4	Oral exam
BM0042	English Language	4	Oral exam
BM0128	The Art of Marketing	4	Practical coursework
BM0019/ EDX-B-0008	Consumer Behaviour/EdX course block: 1. Marketing Fundamentals: Who Is Your Customer? 2. Customer Centric Marketing for Entrepreneurs 3. Customer Relationship Management	2	Practical coursework
			Defined by the provider
SEMESTER 2		30	
BM0076	Introduction to Microeconomics	4	Practical coursework
BM0075	Introduction to Macroeconomics	4	Practical coursework
BM0051	Globalisation and International Business	4	Oral exam
BM0014/ EDX-B-0012	Business Communication/EdX course block: 1. Career Networking: Build a Social Media Presence 2. Rhetoric: The Art of Persuasive Writing and Public Speaking 3. Business Communication 4. Exercising Leadership: Foundational Principles	4	Practical coursework
			Defined by the provider

BM0024	Logic	4	Practical coursework
BM0094	Marketing Strategy	6	Oral exam
BM0041	E-commerce	4	Practical coursework
	SEMESTER 3	30	
BM0073	Internet Marketing	6	Oral exam
BM0105/ EDX-B-0007	Project Management/EdX course block: <ol style="list-style-type: none"> 1. Introduction to Project Management 2. Managing Conflicts on Projects with Cultural and Emotional Intelligence 3. Product Management Fundamentals 4. Critical Thinking & Problem Solving 5. Effective Communication for Program and Project Stakeholders and Teams 6. Designing Project Information Hubs for Program and Project Performance 7. Risk Management for Projects 	4	Practical coursework Defined by the provider
BM0008	Advertising	4	Oral exam
BM0036	Digital Illustration	6	Oral exam
BM0043	Entrepreneurship	6	Oral exam
BM0067	Information Technology	4	Practical coursework
	SEMESTER 4	28	
BM0127	Website Design	6	Oral exam
BM0082	Leadership and Teambuilding	4	Practical coursework
BM0052	Graphic Design	6	Practical coursework
BM0093	Marketing Analytics	6	Oral exam
BM0029	Data Management	4	Oral exam

SEM0017	Practical workshop in Internet Marketing I	2	Practical coursework
SEMESTER 5		32	
BM0135	Data Visualization	4	Practical coursework
BM0015	Business Ethics	4	Practical coursework
BM0115	Social Media Marketing	6	Oral exam
BM0126/ EDX-B-0010	Web Programming/ EdX course block: 1. CS50's Web Programming with Python and JavaScript 2. HTML5 and CSS Fundamentals 3. UX Design	6	Practical coursework
			Defined by the provider
BM0035	Development of Interactive Applications for Websites	4	Practical coursework
BM0113/ EDX-B-0009	SEO&SEM/EdX course block: 1. Online Advertising & Social Media 2. Digital Marketing Analytics: Tools and Techniques 3. Marketing Innovative Products and Services 4. Marketing Operations 5. Digital Marketing Strategy	6	Practical coursework
			Defined by the provider
SEM0018	Practical workshop in Internet Marketing II	2	Practical coursework
SEMESTER 6		32	
BM0030	Data-Driven Marketing	6	Oral exam
BM0110	Promotion	4	Practical coursework
MAG0006	Artificial Intelligence in Business Process Management	4	Practical coursework
BM0081	Landing Pages	4	Practical coursework
BM0023	CPA & Teaser Marketing	4	Oral exam

BM0027	Customer Relationship Management	4	Oral exam
BM0020	Content management	4	Practical coursework
SEM0019/ EDX-B-0011	Practical Workshop in Internet Marketing III/EdX course block: 1. Digital Branding and Engagement 2. Reputation Management in a Digital World 3. Introduction to Digital Asset Management (DAM)	2	Practical coursework
			Defined by the provider
SEMESTER 7		30	
BM0068	Intellectual property	6	Practical coursework
BM0038	Digital Media Planning	4	Oral exam
SEM0004	Negotiating Workshop	3	Practical coursework
BM0059	Influencer Marketing	4	Oral exam
BM0103	PR and Media Management	4	Practical coursework
BM0057	HR Management	4	Practical coursework
SEM0001	Career Seminar	3	Practical coursework
SEM0020	Practical Workshop in Internet Marketing IV	2	Practical coursework
SEMESTER 8		30	
Bachelor Thesis or Internship			



Swiss International
Institute Lausanne

BACHELOR OF SCIENCE IN WEB DESIGN

The programme of Bachelor of Science in Web Design allows the student to acquire solid knowledge of web design as well as relevant practical skills. Graduates of the programme can begin their careers in a field of their specialisation and choose from numerous positions at different levels or pursue their academic path with further Master programme which provides a wider range of fundamental methodologies and practical experience.

Courses include Website Design, Graphic Design, Web Programming, Data Management, Digital Visualisation, Digital Illustration, Entrepreneurship, and Marketing. There are also obligatory courses in Object-Oriented Programming and Vector Graphics. Students must also take a special course that includes designing and developing websites or mobile applications.

Language of instruction/examination: Russian

Official duration: 6 semesters (3 years): 5 semesters + Bachelor thesis

ECTS: 180 ECTS

Degree awarded: Bachelor of Science in Web Design

COURSES

Courses for Bachelor of Science in Web Design programme are divided into 3 main categories: **Core courses (98 ECTS)** which are obligatory and **Specialisation courses (50 ECTS)** which are introduced during the 2nd and 3rd year of the programme, **and Workshops (2 ECTS)**. At the end of the studies the student is obliged to prepare a **Bachelor thesis (30 ECTS)**.

Aims of the Programme

Prepare students to create modern, user-friendly digital experiences by combining theoretical knowledge with practical skills in web and graphic design.

Teach students how to use modern web technologies and multimedia tools to design and manage engaging websites and digital platforms.

Develop students' ability to apply design thinking and marketing principles to create effective digital solutions that meet business goals and enhance user engagement.

LEARNING OUTCOMES

Design User-Centered, Adaptive Digital Environments, Applying Both Theoretical Knowledge and Technical Skills in Modern Web and Graphic Design:

This outcome emphasizes students' ability to create responsive, user-centered digital interfaces. They will apply knowledge of web and graphic design principles, focusing on usability, accessibility, and aesthetics to develop engaging environments that adapt to user needs and different devices.

Develop and Manage Interactive Applications, Websites, and Digital Media Using Modern Web Development Tools, Multimedia Technologies, and Design Software:

Students will gain hands-on experience with web development tools, multimedia technologies, and design software to create dynamic websites, applications, and digital media. This includes managing interactive elements, integrating multimedia, and ensuring functionality across various platforms and devices.

Apply Principles of Design Thinking, Corporate Identity, Typography, Colour Theory, Marketing, and Communication to Deliver Impactful Digital Solutions:

This learning outcome focuses on the integration of design thinking, branding, typography, and color theory with marketing and communication principles. Students will learn to create cohesive, brand-aligned digital solutions that effectively convey messages and appeal to targeted audiences.

Foster Creativity, Open-Mindedness, and Critical Thinking Through the Exploration of Applied Arts and Design Culture, Driving Innovative Problem-Solving:

Students are encouraged to explore applied arts and design culture to cultivate creativity, adaptability, and critical thinking. This exploration supports innovative approaches to design challenges, equipping students to develop original, impactful solutions.

Craft Unique and Effective Web Design Solutions That Align with Client Objectives and Enhance User Engagement:

This outcome emphasizes the development of customized web design solutions that align with specific client goals. Students will learn to balance creativity with client objectives, designing interfaces that enhance user interaction and foster deeper engagement.

Develop Effective Communication and Teamwork Skills, Enhancing Collaboration in Multi-Functional Teams and Understanding Client Needs in Various Cultural Contexts:

Students will strengthen their interpersonal skills to collaborate effectively in diverse, multi-functional teams. This includes learning to communicate and negotiate with clients and colleagues, developing a nuanced understanding of cultural contexts to deliver inclusive and relevant design solutions.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
SEMESTER 1		30	
BM0061/ EDX-S-0008	Informatics/ CS50's Introduction to Computer Science	6	Oral exam
			Defined by the provider
BM0095	Mathematics	6	Oral exam
BM0009	Algebra and Number Theory	6	Practical coursework
BM0041	E-commerce	4	Practical coursework
BM0042	English Language	4	Oral exam
BM0024/ BM0105	Logic/ Project Management	4	Practical coursework
SEMESTER 2		30	
BM0052/ EDX-B-0021	Graphic Design/EdX course block: 1. Graphic Design Essentials 2. Introduction to Illustrator	6	Oral exam
			Defined by the provider
BM0140/ EDX-B-0018	Introduction to Programming/EdX course block: 1. Git and GitHub Basics 2. CS50's Introduction to Programming with Python	6	Practical coursework
			Defined by the provider
BM0111	Raster Graphics	5	Practical coursework
BM0125	Vector Graphics	5	Practical coursework
BM0134/ EDX-S-0009	Introduction to Database Systems/ CS50's Introduction to Databases with SQL	4	Practical coursework
			Defined by the provider
BM0136/	Introduction to Software Engineering/Software	4	Practical coursework

EDX-S-0010	Engineering Basics for Everyone		Defined by the provider
	SEMESTER 3	30	
BM0020	Content Management	4	Practical coursework
BM0127	Website Design	4	Oral exam
BM0126/ EDX-S-0011	Web Programming/ CS50's Web Programming with Python and JavaScript	6	Oral exam Defined by the provider
BM0067	Information Technology	4	Practical coursework
BM0058	Hypertext and Multimedia Information Technologies	4	Practical coursework
BM0053/ EDX-S-0012	Hardware of Computer Systems/Hardware and Operating Systems	4	Practical coursework
BM0035	Development of Interactive Applications for Websites	4	Practical coursework
	SEMESTER 4	30	
BM0064/ EDX-B-0019	Information Security and Information Protection/ EdX course block: 1. Unlocking Information Security I: From Cryptography to Buffer Overflows 2. Unlocking Information Security II: An Internet Perspective	6	Practical coursework Defined by the provider
BM0029	Data Management	4	Practical coursework
BM0036	Digital Illustration	6	Oral exam
BM0039	Digital Visualisation	6	Oral exam
BM0131/ EDX-S-0013	UX/UI Design /UX Design	4	Practical coursework Defined by the provider
BM0139	Digital Marketing and SEO	4	Oral exam

	SEMESTER 5	30	
BM0124	3D Graphics	6	Oral exam
BM0034	Development of an Electronic Portal	6	Practical coursework
BM0138	Web Animation and Interactive Media	2	Practical coursework
BM0073	Internet Marketing	6	Oral exam
BM0097/ BM0025	Negotiation Skills/ Cross-Cultural Management	4	Practical coursework
BM0014/ BM0082	Business Communication/ Leadership and Teambuilding	4	Practical coursework
SEM0021	Practical Workshop in Web Design I	2	Practical coursework
	SEMESTER 6	30	
Bachelor Thesis			



Swiss International
Institute Lausanne

BACHELOR OF SCIENCE IN WEB DESIGN

The programme of Bachelor of Science in Web Design allows the student to acquire solid knowledge of web design as well as relevant practical skills. Graduates of the programme can begin their careers in a field of their specialisation and choose from numerous positions at different levels or pursue their academic path with further Master programme which provides a wider range of fundamental methodologies and practical experience.

Courses include Website Design, Graphic Design, Web Programming, Data Management, Digital Visualisation, Digital Illustration, Entrepreneurship, and Marketing. There are also obligatory courses in Object-Oriented Programming and Vector Graphics. Students must also take a special course that includes designing and developing website or mobile applications.

Language of instruction/examination: Russian

Official duration: 8 semesters (4 years): 7 semesters + Bachelor thesis

ECTS: 240 ECTS

Degree awarded: Bachelor of Science in Web Design

COURSES

Courses for Bachelor of Science in Web Design programme are divided into 3 main categories: **Core courses (134 ECTS)** which are obligatory and **Specialisation courses (70 ECTS)** which are introduced during the 2nd, 3rd, and 4th years of the programme, **and Workshops (6 ECTS)**. At the end of the studies the student is obliged to prepare a **Bachelor thesis (30 ECTS)**.

Aims of the Programme

Prepare students to create modern, user-friendly digital experiences by combining theoretical knowledge with practical skills in web and graphic design.

Teach students how to use modern web technologies and multimedia tools to design and manage engaging websites and digital platforms.

Develop students' ability to apply design thinking and marketing principles to create effective digital solutions that meet business goals and enhance user engagement.

LEARNING OUTCOMES

Design User-Centered, Adaptive Digital Environments, Applying Both Theoretical Knowledge and Technical Skills in Modern Web and Graphic Design:

This outcome emphasizes students' ability to create responsive, user-centered digital interfaces. They will apply knowledge of web and graphic design principles, focusing on usability, accessibility, and aesthetics to develop engaging environments that adapt to user needs and different devices.

Develop and Manage Interactive Applications, Websites, and Digital Media Using Modern Web Development Tools, Multimedia Technologies, and Design Software:

Students will gain hands-on experience with web development tools, multimedia technologies, and design software to create dynamic websites, applications, and digital media. This includes managing interactive elements, integrating multimedia, and ensuring functionality across various platforms and devices.

Apply Principles of Design Thinking, Corporate Identity, Typography, Colour Theory, Marketing, and Communication to Deliver Impactful Digital Solutions:

This learning outcome focuses on the integration of design thinking, branding, typography, and color theory with marketing and communication principles. Students will learn to create cohesive, brand-aligned digital solutions that effectively convey messages and appeal to targeted audiences.

Foster Creativity, Open-Mindedness, and Critical Thinking Through the Exploration of Applied Arts and Design Culture, Driving Innovative Problem-Solving:

Students are encouraged to explore applied arts and design culture to cultivate creativity, adaptability, and critical thinking. This exploration supports innovative approaches to design challenges, equipping students to develop original, impactful solutions.

Craft Unique and Effective Web Design Solutions That Align with Client Objectives and Enhance User Engagement:

This outcome emphasizes the development of customized web design solutions that align with specific client goals. Students will learn to balance creativity with client objectives, designing interfaces that enhance user interaction and foster deeper engagement.

Develop Effective Communication and Teamwork Skills, Enhancing Collaboration in Multi-Functional Teams and Understanding Client Needs in Various Cultural Contexts:

Students will strengthen their interpersonal skills to collaborate effectively in diverse, multi-functional teams. This includes learning to communicate and negotiate with clients and colleagues, developing a nuanced understanding of cultural contexts to deliver inclusive and relevant design solutions.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
SEMESTER 1		30	
BM0061/ EDX-S-0008	Informatics/ CS50's Introduction to Computer Science	6	Oral exam
			Defined by the provider
BM0095	Mathematics	6	Oral exam
BM0009	Algebra and Number Theory	6	Practical coursework
BM0041	E-commerce	4	Practical coursework
BM0042	English Language	4	Oral exam
BM0105	Project Management	4	Practical coursework
SEMESTER 2		30	
BM0052/ EDX-B-0021	Graphic Design/EdX course block: 1. Graphic Design Essentials 2. Introduction to Illustrator	6	Oral exam
			Defined by the provider
BM0140/ EDX-B-0018	Introduction to Programming/ EdX course block: 1. Git and GitHub Basics 2. CS50's Introduction to Programming with Python	6	Practical coursework
			Defined by the provider
BM0111	Raster Graphics	5	Practical coursework
BM0125	Vector Graphics	5	Practical coursework
BM0134/ EDX-S-0009	Introduction to Database Systems/ CS50's Introduction to Databases with SQL	4	Practical coursework
			Defined by the provider
BM0136/ EDX-S-0010	Introduction to Software Engineering/ Software Engineering Basics for Everyone	4	Practical coursework
			Defined by the provider
SEMESTER 3		30	

BM0020	Content Management	4	Practical coursework
BM0127	Website Design	4	Oral exam
BM0126/ EDX-S-0011	Web Programming/ CS50's Web Programming with Python and JavaScript	6	Oral exam Defined by the provider
BM0067	Information Technology	4	Practical coursework
BM0058	Hypertext and Multimedia Information Technologies	4	Practical coursework
BM0053/ EDX-S-0012	Hardware of Computer Systems/ Hardware and Operating Systems	4	Practical coursework Defined by the provider
BM0035	Development of Interactive Applications for Websites	4	Practical coursework
	SEMESTER 4	30	
BM0064/ EDX-B-0019	Information Security and Information Protection/ EdX course block: 1. Unlocking Information Security I: From Cryptography to Buffer Overflows 2. Unlocking Information Security II: An Internet Perspective	6	Practical coursework Defined by the provider
BM0029	Data Management	4	Practical coursework
BM0036	Digital Illustration	6	Oral exam
BM0039	Digital Visualisation	6	Oral exam
BM0131/ EDX-S-0013	UX/UI Design /UX Design	4	Practical coursework Defined by the provider
BM0139	Digital Marketing and SEO	4	Oral exam
	SEMESTER 5	30	
BM0124	3D Graphics	6	Oral exam
BM0034	Development of an Electronic Portal	6	Practical coursework

BM0138	Web Animation and Interactive Media	2	Practical coursework
BM0073	Internet Marketing	6	Oral exam
BM0097	Negotiation Skills	4	Practical coursework
BM0014	Business Communication	4	Practical coursework
SEM0021	Practical Workshop in Web Design I	2	Practical coursework
	SEMESTER 6	30	
BM0056	History of Art	4	Practical coursework
BM0003	Academic Drawing	6	Practical coursework
BM0135	Data Visualization	4	Practical coursework
BM0025	Cross-Cultural Management	4	Practical coursework
BM0137	Artificial Intelligence Basics	6	Practical coursework
BM0024	Logic	4	Practical coursework
SEM0022	Practical Workshop in Web Design II	2	Practical coursework
	SEMESTER 7	30	
BM0132	Introduction to DevOps and CI/CD	4	Practical coursework
BM0145	Design Systems and Component Libraries	6	Practical coursework
BM0146	Interactive Web Prototyping	4	Practical coursework
BM0147	Web Accessibility and Inclusive Design	4	Practical coursework
BM0133	Mobile Application Development	6	Practical coursework
BM0082	Leadership and Teambuilding	4	Practical coursework
SEM0023	Practical Workshop in Web Design III	2	Practical coursework
	SEMESTER 8	30	
Bachelor Thesis			



Swiss International
Institute Lausanne

MASTER OF ARTS IN INTERNATIONAL RELATIONS

The programme of Master of Arts in International Relations allows the student to acquire knowledge and skills in the most relevant matters related to international economics and management. This enables them to communicate and cooperate efficiently with international interlocutors in both governmental and non-governmental organizations, as well as in business.

The Master of Arts in International Relations suits students who seek to pursue a career with an international focus. The programme covers the fundamentals of international relations in global business, including international leadership and management, business and project management, as well as cross-cultural communication and negotiation skills. Additionally, a full course is devoted to EDRS (Ethics, Diversity, Responsibility, Sustainability). So, after completion of the programme, students will be able to join international organisations or work in the private sector.

Language of instruction/examination: Russian

Official duration: 3 semesters (1,5 years): 2 semesters + Master thesis

ECTS: 90 ECTS

Degree awarded: Master of Arts in International Relations

COURSES

Courses for Master of Arts in International Relations are divided into 3 main categories: **Core courses (35 ECTS)** which are obligatory, **Specialisation modules (18 ECTS)** which are introduced during the 2nd semester of the programme, and **Seminars and Workshops (7 ECTS)**. At the end of the studies the student is obliged to prepare a **Master Thesis (30 ECTS)**.

Aims of the Programme

Equip students with knowledge of international business, trade systems, and global economic dynamics to successfully analyse and navigate changing global conditions.

Develop critical thinking and decision-making skills for effective management of international projects and cross-cultural interactions.

Teach key principles of international law and business ethics for responsible decision-making in global business.

Develop strategic planning and project management skills for effective project execution in global business environments.

Build students' abilities to communicate and negotiate effectively in diverse cultural contexts.

Teach students to analyse global markets, forecast trends, and evaluate the impact of economic events on international trade.

LEARNING OUTCOMES

Manage Businesses and Projects Within the Framework of International Cooperation, Considering Economic, Cultural, Legal, and Political Aspects:

This outcome enables students to effectively manage projects and business operations in international contexts. They will learn to incorporate diverse economic, cultural, legal, and political factors, ensuring that projects are conducted in alignment with the principles of international cooperation and local considerations.

Organize and Conduct Effective Negotiations, and Communicate Responsibly in Diverse Cultural Contexts and Business Situations:

Students will develop the skills necessary for effective negotiation and communication within multicultural and international environments. They will learn techniques to navigate cultural differences, establish trust, and communicate with clarity and respect across diverse business scenarios.

Perform Business Analysis, Manage Risks, and Develop Sustainable Business Models in International and Cross-Cultural Contexts:

This learning outcome focuses on equipping students with the ability to conduct thorough business analyses, assess and mitigate risks, and develop sustainable business models that accommodate the complexities of international and cross-cultural environments.

Evaluate and Implement Effective Human Resource Management Strategies in Multinational Organizations, Considering Cultural Diversity and International Business Practices:

Students will gain insight into managing human resources within multinational organizations, with a focus on cultural diversity and varied business practices. This includes strategies for recruitment, team dynamics, leadership, and adaptation to different cultural and organizational norms.

Demonstrate Critical Thinking and Decision-Making Skills to Navigate Global Markets and Adapt to Emerging Trends in International Relations:

This outcome emphasizes critical thinking and informed decision-making for understanding and responding to global market changes. Students will learn to analyze trends in international relations and adapt strategies to stay competitive in a rapidly changing global environment.

Apply Principles of International Law and Ethical Standards in Business Practices:

Students will understand the importance of international law and ethical standards in business, learning to incorporate these principles into decision-making processes. This includes respecting regulatory requirements, ethical business conduct, and sustainable practices that align with global standards.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
	SEMESTER 1	31	
BM0051	Globalisation and International Business	4	Oral exam
BM0091	Managing Organisational Change	4	Practical coursework
BM0057	HR Management	4	Practical coursework
BM0069	International Law	4	Oral exam
BM0015	Business Ethics	4	Practical coursework
BM0025	Cross-Cultural Management	4	Oral exam
BM0054/ EDX-B-0015	High Performance Leadership/ EdX course block: 1. Elevating Businesses and Careers with Generative AI 2. Strategic Leadership	3	Practical coursework
			Defined by the provider
SEM0004/ EDX-B-0016	Negotiating Workshop/ EdX course block: 1. Business Communication 2. Introduction to Negotiation Strategy 3. Communication Skills for Dialoguing Across Difference 4. Navigating Negotiation Intricacies	3	Practical coursework
			Defined by the provider

	<p>5. Rhetoric: The Art of Persuasive Writing and Public Speaking</p> <p>6. Career Networking: Build a Social Media Presence</p>		
SEM0024/ EDX-S-0007	Practical Workshops in International Relations I/ The UN Sustainable Development Goals	1	Practical coursework
			Defined by the provider
	SEMESTER 2	29	
BM0097	Negotiation Skills	4	Practical coursework
BM0014	Business Communication	4	Practical coursework
BM0071	International Project Management	4	Oral exam
MAG0009	International Relations Theory	4	Practical coursework
MAG0004	Governance of International Organisations	3	Oral exam
BM0072/ BM0070	International Trade/ International Marketing	4	Practical coursework
MAG0008	International Finance	3	Practical coursework

SEM0025/ EDX-B-0017	Practical Workshops in International Relations II/EdX course block: <ol style="list-style-type: none"> 1. Introduction to Global Governance 2. Globalization: Past and Future 3. The Superpower Grand Strategies: Winning the Globalization Game 4. Navigating Global Markets Amidst Superpower Brand Wars – New Rulesets for Global Business 5. Sustainable Trade 	3	Practical coursework
	SEMESTER 3	30	Defined by the provider
Master Thesis			



Swiss International
Institute Lausanne

MASTER OF BUSINESS ADMINISTRATION

The programme of Master of Business Administration 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.

The Master programme 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 of instruction/examination: Russian

Official duration: 3 semesters (1,5 years): 2 semesters + Master thesis

ECTS: 92 ECTS

Degree awarded: Master of Business Administration

COURSES

Courses for Master of Business Administration are divided into 3 main categories: **Core courses (45 ECTS)** which are obligatory, **Specialisation modules (12 ECTS)** which are introduced during the 2nd semester of the programme, and **Seminars and Workshops (5 ECTS)**. At the end of the studies the student is obliged to prepare a **Master Thesis (30 ECTS)**.

Aims of the Programme

Develop Advanced Strategic and Entrepreneurial Competence: Equip students with the ability to design, implement, and manage strategic growth initiatives across diverse business contexts. This aim fosters entrepreneurial thinking, preparing graduates to drive complex projects and business transformations, ultimately positioning them for leadership roles in dynamic business environments.

Enhance Analytical and Financial Acumen: Provide students with in-depth analytical skills essential for evaluating business processes, financial data, and economic environments. This aim strengthens students' abilities to conduct comprehensive business analyses and apply financial planning strategies, supporting sound decision-making and sustainable growth for organizations.

Cultivate Effective Communication and Leadership Skills: Prepare students to lead with integrity, fostering their ability to communicate across all levels of an organization and in diverse, multicultural environments. This aim emphasizes the importance of ethical norms, stakeholder engagement, and professional development, encouraging graduates to lead and collaborate effectively within and beyond their organizations.

Integrate Digital Transformation and Automation in Business Management: Familiarize students with the latest advancements in digital tools, automation technologies, and artificial intelligence, equipping them to streamline business processes. This aim supports the implementation of innovative business solutions, helping organizations increase efficiency and adapt to the evolving digital landscape.

Promote Global Business Expertise and Market Competitiveness: Prepare students to navigate and succeed in the international business landscape by developing their understanding of global market dynamics, cultural diversity, and business globalization strategies. This aim enables graduates to manage international projects effectively, enhancing their capacity to drive competitive advantage on a global scale.

LEARNING OUTCOMES

Strategic Entrepreneurship: Ability to Develop and Implement Company Growth Strategies and Manage Complex Business Processes:

This outcome focuses on equipping students with the ability to create and execute strategies that drive company growth. They will learn to manage intricate business

processes, adapt to changing market conditions, and leverage entrepreneurial thinking to foster sustainable development.

Business Analysis: Skills in Critical Thinking and Analysis of Business

Processes:

Students will gain skills in critical analysis, enabling them to evaluate and optimize business processes. This includes identifying areas for improvement, understanding market trends, and using analytical tools to inform strategic decision-making.

Communication and Career Development: Ability to Communicate Effectively Within the External and Internal Environments of a Company, While Adhering to Ethical Business Norms, and Knowledge of Communication Principles in the Job Market:

This outcome emphasizes the importance of effective communication in a business setting. Students will develop skills to communicate professionally with internal and external stakeholders, navigate the job market, and adhere to ethical business practices.

Management and Leadership: Ability to Manage a Team While Demonstrating Leadership Qualities:

Students will cultivate leadership and team management skills essential for fostering a productive work environment. They will learn to inspire, motivate, and guide teams towards achieving organizational goals, demonstrating integrity and strong decision-making.

Financial Analysis and Planning: Ability to Analyze and Plan the Company's Finances:

This outcome provides students with financial planning and analysis skills necessary for sound business decisions. They will learn to evaluate financial performance, manage budgets, and create financial strategies that align with company objectives.

Marketing and Sales: Ability to Develop and Implement Marketing Strategies to Promote Company Products:

Students will acquire the skills to create and execute effective marketing strategies. This includes understanding consumer behavior, crafting targeted marketing campaigns, and driving sales to enhance the company's market presence.

Business Informatization and Automation: Understanding of Key Trends in Business Informatization and the Ability to Organize Automation Processes:

This learning outcome emphasizes the importance of informatization and automation in modern business. Students will gain insight into current digital trends and learn to implement automation processes that increase efficiency and streamline operations.

Integration of AI into Business Processes: Ability to Apply Artificial Intelligence Capabilities in Company Business Processes:

Students will develop the skills to incorporate artificial intelligence (AI) into business functions. They will learn to identify opportunities for AI integration, enhancing decision-making, efficiency, and customer experience within business operations.

Business Globalization: Knowledge of Key Trends and Principles of Business Globalization and the Ability to Manage International Business Projects:

This outcome prepares students to navigate the complexities of global business. They will learn about key globalization trends and acquire skills to manage international projects, adapting to diverse cultural, economic, and regulatory environments.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
	SEMESTER 1	32	
BM0088	Management Accounting	4	Practical coursework
BM0070	International Marketing	4	Practical coursework
BM0057	HR Management	4	Oral exam
BM0043	Entrepreneurship	6	Oral exam
BM0014	Business Communication	4	Oral exam
BM0118	Strategic Business Management	3	Practical coursework
BM0025/ BM0015	Cross-Cultural Management/ Business Ethics	4	Practical coursework
SEM0026/ EDX-B-0013	Practical Workshop in Master of Business Administration I/ EdX course block: <ol style="list-style-type: none"> 1. Digital Transformation Strategy: Discovering and Reaching New Markets 2. Analyzing Data with Excel 3. Introduction to Transforming with Data Analytics and the Digital Organization 4. Innovation, Management and Strategy by 	2	Practical coursework
			Defined by the provider

	Mohan Sawhney		
SEM0001/ EDX-B-0014	Career Seminar/ EdX course block: 1. Elevating Businesses and Careers with Generative AI 2. Storytelling and Persuading using Data and Digital Technologies 3. Identifying Entrepreneurial Opportunities	1	Practical coursework
			Defined by the provider
	SEMESTER 2	30	
BM0128	The Art of Marketing	4	Practical coursework
BM0103	PR and Media Management	4	Practical coursework
BM0027	Customer Relationship Management	4	Practical coursework
BM0046	Financial Management	4	Practical coursework
MAG0002	Business Process Management	4	Oral exam
MAG0003	E-Business Model Design	4	Oral exam
MAG0001	Advanced Business Analysis	4	Oral exam
SEM0027/ EDX-S-0006	Practical Workshop in Master of Business Administration II/ Analyzing and Visualizing Data with Power BI	2	Practical coursework
			Defined by the provider

	SEMESTER 3	30	
Master Thesis			



Swiss International
Institute Lausanne

MASTER OF BUSINESS ADMINISTRATION

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The Master programme 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 of instruction/examination: English

Official duration: 3 semesters (1,5 years): 2 semesters + Master thesis

ECTS: 92 ECTS

Degree awarded: Master of Business Administration

COURSES

Courses for Master of Business Administration are divided into 3 main categories: **Core courses (45 ECTS)** which are obligatory, **Specialisation modules (12 ECTS)** which are introduced during the 2nd semester of the programme, and **Seminars and Workshops (5 ECTS)**. At the end of the studies the student is obliged to prepare a **Master Thesis (30 ECTS)**

Aims of the Programme

Develop Advanced Strategic and Entrepreneurial Competence: Equip students with the ability to design, implement, and manage strategic growth initiatives across diverse business contexts. This aim fosters entrepreneurial thinking, preparing graduates to drive complex projects and business transformations, ultimately positioning them for leadership roles in dynamic business environments.

Enhance Analytical and Financial Acumen: Provide students with in-depth analytical skills essential for evaluating business processes, financial data, and economic environments. This aim strengthens students' abilities to conduct comprehensive business analyses and apply financial planning strategies, supporting sound decision-making and sustainable growth for organizations.

Cultivate Effective Communication and Leadership Skills: Prepare students to lead with integrity, fostering their ability to communicate across all levels of an organization and in diverse, multicultural environments. This aim emphasizes the importance of ethical norms, stakeholder engagement, and professional development, encouraging graduates to lead and collaborate effectively within and beyond their organizations.

Integrate Digital Transformation and Automation in Business Management: Familiarize students with the latest advancements in digital tools, automation technologies, and artificial intelligence, equipping them to streamline business processes. This aim supports the implementation of innovative business solutions, helping organizations increase efficiency and adapt to the evolving digital landscape.

Promote Global Business Expertise and Market Competitiveness: Prepare students to navigate and succeed in the international business landscape by developing their understanding of global market dynamics, cultural diversity, and business globalization strategies. This aim enables graduates to manage international projects effectively, enhancing their capacity to drive competitive advantage on a global scale.

LEARNING OUTCOMES

Strategic Entrepreneurship: Ability to Develop and Implement Company Growth Strategies and Manage Complex Business Processes:

This outcome focuses on equipping students with the ability to create and execute strategies that drive company growth. They will learn to manage intricate business processes, adapt to changing market conditions, and leverage entrepreneurial thinking to foster sustainable development.

Business Analysis: Skills in Critical Thinking and Analysis of Business

Processes:

Students will gain skills in critical analysis, enabling them to evaluate and optimize business processes. This includes identifying areas for improvement, understanding market trends, and using analytical tools to inform strategic decision-making.

Communication and Career Development: Ability to Communicate Effectively Within the External and Internal Environments of a Company, While Adhering to Ethical Business Norms, and Knowledge of Communication Principles in the Job Market:

This outcome emphasizes the importance of effective communication in a business setting. Students will develop skills to communicate professionally with internal and external stakeholders, navigate the job market, and adhere to ethical business practices.

Management and Leadership: Ability to Manage a Team While Demonstrating Leadership Qualities:

Students will cultivate leadership and team management skills essential for fostering a productive work environment. They will learn to inspire, motivate, and guide teams towards achieving organizational goals, demonstrating integrity and strong decision-making.

Financial Analysis and Planning: Ability to Analyze and Plan the Company's Finances:

This outcome provides students with financial planning and analysis skills necessary for sound business decisions. They will learn to evaluate financial performance, manage budgets, and create financial strategies that align with company objectives.

Marketing and Sales: Ability to Develop and Implement Marketing Strategies to Promote Company Products:

Students will acquire the skills to create and execute effective marketing strategies. This includes understanding consumer behavior, crafting targeted marketing campaigns, and driving sales to enhance the company's market presence.

Business Informatization and Automation: Understanding of Key Trends in Business Informatization and the Ability to Organize Automation Processes:

This learning outcome emphasizes the importance of informatization and automation in modern business. Students will gain insight into current digital trends

and learn to implement automation processes that increase efficiency and streamline operations.

Integration of AI into Business Processes: Ability to Apply Artificial Intelligence Capabilities in Company Business Processes:

Students will develop the skills to incorporate artificial intelligence (AI) into business functions. They will learn to identify opportunities for AI integration, enhancing decision-making, efficiency, and customer experience within business operations.

Business Globalization: Knowledge of Key Trends and Principles of Business Globalization and the Ability to Manage International Business Projects:

This outcome prepares students to navigate the complexities of global business. They will learn about key globalization trends and acquire skills to manage international projects, adapting to diverse cultural, economic, and regulatory environments.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
	SEMESTER 1	32	
BM0088EN	Management Accounting	4	Practical coursework
BM0070EN	International Marketing	4	Practical coursework
BM0057EN	HR Management	4	Oral exam
BM0043EN	Entrepreneurship	6	Oral exam
BM0014EN	Business Communication	4	Oral exam
BM0118EN	Strategic Business Management	3	Practical coursework
BM0025EN/ BM0015EN	Cross-Cultural Management/ Business Ethics	4	Practical coursework
SEM0026EN/ EDX-B-0013	Practical Workshop in Master of Business Administration I/ EdX course block: <ol style="list-style-type: none"> 1. Digital Transformation Strategy: Discovering and Reaching New Markets 2. Analyzing Data with Excel 3. Introduction to Transforming with Data Analytics and the Digital Organization 4. Innovation, Management and Strategy by 	2	Practical coursework
			Defined by the provider

	Mohan Sawhney		
SEM0001EN/ EDX-B-0014	Career Seminar/ EdX course block: 1. Elevating Businesses and Careers with Generative AI 2. Storytelling and Persuading using Data and Digital Technologies 3. Identifying Entrepreneurial Opportunities	1	Practical coursework
			Defined by the provider
	SEMESTER 2	30	
BM0128EN	The Art of Marketing	4	Practical coursework
BM0103EN	PR and Media Management	4	Practical coursework
BM0027EN	Customer Relationship Management	4	Practical coursework
BM0046EN	Financial Management	4	Practical coursework
MAG0002EN	Business Process Management	4	Oral exam
MAG0003EN	E-Business Model Design	4	Oral exam
MAG0001EN	Advanced Business Analysis	4	Oral exam
SEM0027EN/ EDX-S-0006	Practical Workshop in Master of Business Administration II/ Analyzing and Visualizing Data with Power BI	2	Practical coursework
			Defined by the provider

	SEMESTER 3	30	
Master Thesis			



Swiss International
Institute Lausanne

MASTER OF BUSINESS ADMINISTRATION

The programme of Master of Business Administration 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.

The Master programme 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 of instruction/examination: Russian

Official duration: 4 semesters (2 years): 3 semesters + Master thesis

ECTS: 122 ECTS

Degree awarded: Master of Business Administration

COURSES

Courses for Master of Business Administration are divided into 3 main categories: **Core courses (65 ECTS)** which are obligatory, **Specialisation modules (22 ECTS)** which are introduced during the 2nd and 3rd semesters of the programme, and **Seminars and Workshops (5 ECTS)**. At the end of the studies the student is obliged to prepare a **Master Thesis (30 ECTS)**.

Aims of the Programme

Develop Advanced Strategic and Entrepreneurial Competence: Equip students with the ability to design, implement, and manage strategic growth initiatives across diverse business contexts. This aim fosters entrepreneurial thinking, preparing graduates to drive complex projects and business transformations, ultimately positioning them for leadership roles in dynamic business environments.

Enhance Analytical and Financial Acumen: Provide students with in-depth analytical skills essential for evaluating business processes, financial data, and economic environments. This aim strengthens students' abilities to conduct comprehensive business analyses and apply financial planning strategies, supporting sound decision-making and sustainable growth for organizations.

Cultivate Effective Communication and Leadership Skills: Prepare students to lead with integrity, fostering their ability to communicate across all levels of an organization and in diverse, multicultural environments. This aim emphasizes the importance of ethical norms, stakeholder engagement, and professional development, encouraging graduates to lead and collaborate effectively within and beyond their organizations.

Integrate Digital Transformation and Automation in Business Management: Familiarize students with the latest advancements in digital tools, automation technologies, and artificial intelligence, equipping them to streamline business processes. This aim supports the implementation of innovative business solutions, helping organizations increase efficiency and adapt to the evolving digital landscape.

Promote Global Business Expertise and Market Competitiveness: Prepare students to navigate and succeed in the international business landscape by developing their understanding of global market dynamics, cultural diversity, and business globalization strategies. This aim enables graduates to manage international projects effectively, enhancing their capacity to drive competitive advantage on a global scale.

LEARNING OUTCOMES

Strategic Entrepreneurship: Ability to Develop and Implement Company Growth Strategies and Manage Complex Business Processes:

This outcome focuses on equipping students with the ability to create and execute strategies that drive company growth. They will learn to manage intricate business

processes, adapt to changing market conditions, and leverage entrepreneurial thinking to foster sustainable development.

Business Analysis: Skills in Critical Thinking and Analysis of Business

Processes:

Students will gain skills in critical analysis, enabling them to evaluate and optimize business processes. This includes identifying areas for improvement, understanding market trends, and using analytical tools to inform strategic decision-making.

Communication and Career Development: Ability to Communicate Effectively Within the External and Internal Environments of a Company, While Adhering to Ethical Business Norms, and Knowledge of Communication Principles in the Job Market:

This outcome emphasizes the importance of effective communication in a business setting. Students will develop skills to communicate professionally with internal and external stakeholders, navigate the job market, and adhere to ethical business practices.

Management and Leadership: Ability to Manage a Team While Demonstrating Leadership Qualities:

Students will cultivate leadership and team management skills essential for fostering a productive work environment. They will learn to inspire, motivate, and guide teams towards achieving organizational goals, demonstrating integrity and strong decision-making.

Financial Analysis and Planning: Ability to Analyze and Plan the Company's Finances:

This outcome provides students with financial planning and analysis skills necessary for sound business decisions. They will learn to evaluate financial performance, manage budgets, and create financial strategies that align with company objectives.

Marketing and Sales: Ability to Develop and Implement Marketing Strategies to Promote Company Products:

Students will acquire the skills to create and execute effective marketing strategies. This includes understanding consumer behavior, crafting targeted marketing campaigns, and driving sales to enhance the company's market presence.

Business Informatization and Automation: Understanding of Key Trends in Business Informatization and the Ability to Organize Automation Processes:

This learning outcome emphasizes the importance of informatization and automation in modern business. Students will gain insight into current digital trends and learn to implement automation processes that increase efficiency and streamline operations.

Integration of AI into Business Processes: Ability to Apply Artificial Intelligence Capabilities in Company Business Processes:

Students will develop the skills to incorporate artificial intelligence (AI) into business functions. They will learn to identify opportunities for AI integration, enhancing decision-making, efficiency, and customer experience within business operations.

Business Globalization: Knowledge of Key Trends and Principles of Business Globalization and the Ability to Manage International Business Projects:

This outcome prepares students to navigate the complexities of global business. They will learn about key globalization trends and acquire skills to manage international projects, adapting to diverse cultural, economic, and regulatory environments.

Innovation Implementation: Skills in Selecting and Implementing Innovations That Enhance Business Process Efficiency and Improve the Competitiveness of Products:

Students will gain the ability to identify, evaluate, and integrate innovations that drive business success. This includes implementing technologies and processes that improve operational efficiency and strengthen the competitiveness of the company's offerings.

CURRICULUM OVERVIEW

Course ID	Course	ECTS	Assessment
	SEMESTER 1	31	
BM0088	Management Accounting	4	Practical coursework
BM0070	International Marketing	4	Practical coursework
BM0057	HR Management	4	Oral exam
BM0043	Entrepreneurship	6	Oral exam
BM0014	Business Communication	4	Oral exam
BM0118	Strategic Business Management	3	Practical coursework
BM0025/ BM0015	Cross-Cultural Management/ Business Ethics	4	Practical coursework
SEM0026/ EDX-B-0013	Practical Workshop in Master of Business Administration I/ EdX course block: <ol style="list-style-type: none"> 1. Digital Transformation Strategy: Discovering and Reaching New Markets 2. Analyzing Data with Excel 3. Introduction to Transforming with Data Analytics and the Digital Organization 	2	Practical coursework
			Defined by the provider

	4. Innovation, Management and Strategy by Mohan Sawhney		
	SEMESTER 2	30	
BM0128	The Art of Marketing	4	Practical coursework
BM0103	PR and Media Management	4	Practical coursework
BM0027	Customer Relationship Management	4	Practical coursework
BM0046	Financial Management	4	Practical coursework
MAG0002	Business Process Management	4	Oral exam
MAG0003	E-Business Model Design	4	Oral exam
MAG0001	Advanced Business Analysis	4	Oral exam
SEM0027/ EDX-S-0006	Practical Workshop in Master of Business Administration II/ Analysing and Visualizing Data with Power BI	2	Practical coursework
			Defined by the provider
	SEMESTER 3	31	
BM0051	Globalisation and International Business	4	Oral exam

BM0071/ BM0008	International Project Management/Advertising	4	Practical coursework
MAG0006	Artificial Intelligence in Business Process Management	4	Practical coursework
BM0094	Marketing Strategy	6	Oral exam
BM0073	Internet Marketing	6	Oral exam
MAG0007	Innovation Management	6	Practical coursework
SEM0001/ EDX-B-0014	Career Seminar/ EdX course block: 1. Elevating Businesses and Careers with Generative AI 2. Storytelling and Persuading using Data and Digital Technologies 3. Identifying Entrepreneurial Opportunities	1	Practical coursework
			Defined by the provider
	SEMESTER 4	30	
Master Thesis			



Swiss International
Institute Lausanne

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Language of instruction/examination: English

Official duration: 4 semesters (2 years): 3 semesters + Master thesis

ECTS: 122 ECTS

Degree awarded: Master of Business Administration

COURSES

Courses for Master of Business Administration are divided into 3 main categories: **Core courses (65 ECTS)** which are obligatory, **Specialisation modules (22 ECTS)** which are introduced during the 2nd and 3rd semesters of the programme, and **Seminars and Workshops (5 ECTS)**. At the end of the studies the student is obliged to prepare a **Master Thesis (30 ECTS)**.

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BM0025EN/ BM0015EN	Cross-Cultural Management/ Business Ethics	4	Practical coursework
SEM0026EN/ EDX-B-0013	Practical Workshop in Master of Business Administration I/ EdX course block: <ol style="list-style-type: none"> 1. Digital Transformation Strategy: Discovering and Reaching New Markets 2. Analyzing Data with Excel 3. Introduction to Transforming with Data Analytics and the Digital Organization 	2	Practical coursework
			Defined by the provider

	4. Innovation, Management and Strategy by Mohan Sawhney		
	SEMESTER 2	30	
BM0128EN	The Art of Marketing	4	Practical coursework
BM0103EN	PR and Media Management	4	Practical coursework
BM0027EN	Customer Relationship Management	4	Practical coursework
BM0046EN	Financial Management	4	Practical coursework
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MAG0001EN	Advanced Business Analysis	4	Oral exam
SEM0027EN/ EDX-S-0006	Practical Workshop in Master of Business Administration II/ Analysing and Visualizing Data with Power BI	2	Practical coursework
			Defined by the provider
	SEMESTER 3	31	
BM0051EN	Globalisation and International Business	4	Oral exam

BM0071EN/ BM0008EN	International Project Management/Advertising	4	Practical coursework
MAG0006EN	Artificial Intelligence in Business Process Management	4	Practical coursework
BM0094EN	Marketing Strategy	6	Oral exam
BM0073EN	Internet Marketing	6	Oral exam
MAG0007EN	Innovation Management	6	Practical coursework
SEM0001EN/ EDX-B-0014	Career Seminar/ EdX course block: 1. Elevating Businesses and Careers with Generative AI 2. Storytelling and Persuading using Data and Digital Technologies 3. Identifying Entrepreneurial Opportunities	1	Practical coursework
			Defined by the provider
	SEMESTER 4	30	
Master Thesis			