



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: 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			