



# M.I.M. – Master in International Management MSc. International Management

*Giving you the Opportunity to Become Your True Successful Self*

INNOVATION  
CHANGE  
LEADERSHIP  
STUDENT FOCUS



SWISS SCHOOL OF APPLIED SCIENCES  
FOR ECONOMICS AND MANAGEMENT  
BUSINESS SCHOOL

# For WHO is our programs designed for?

## Does the following apply to you?



- YOU** Already earned a bachelor's degree, and would like further education to prepare for a career in today's global marketplace.
- YOU** realize that business is complex and that to be successful, you need to master business competencies and understand human behavior.
- YOU** understand the value of learning about current business topics from professors who bring their real-world practical experience into the classroom.

# WHY choose Swiss-SASEM M.I.M.?

## THE SWISS-SASEM DIFFERENCE

### Real business learning

Our faculty consists exclusively of seasoned and currently active business practitioners who bring the latest business knowledge into the classroom everyday

### Small class with student's focus teaching

Our E/MIM classes offer an invaluable opportunity to meet motivated participants. The small class size of max 20 participants enhances real and interactive students' individually focus learning experiences.

### Focus on business holistic skills

We look at the business in its holistic complexity and our modules are a reflection of that focus?



WE HAVE BUILT THE PROGRAM IN SUCH A WAY THAT YOU ARE BEEN GIVEN THE OPPORTUNITY TO BECOME YOUR TRUE SUCCESSFUL SELF.



## Swiss-SASEM 2-years degree MIM (Master of International Management) - MSc in International Management (Master of Sciences in International Management) ECTS 125 credit

### CHOOSE THIS PROGRAM IF

- You want to study management but have not much previous working experience;
- You are more interested in entrepreneurship, creativity and innovation
- You are less familiar with finance, economics and math studies
- You want to acquire management and leadership skills, and develop a strong business acumen
- You are interested in studying a range of disciplines covering the cornerstones of international management
- You aim to build a career in management, in areas such as marketing, finance, human resources, operations, strategy, or international trade

The MSc in International Management - MIM degree is focusing in giving you the possibility to become a successful international manager, experts, researchers, consultants, or a world class executive, preparing you to play a leading role in dealing with international management issues world-wide. The program will train you in decision-making skills and helps you to develop ideas of underlying management solutions based on a thorough academic understanding of management practices. This challenging and demanding program's curriculum is a mix of taught core management modules, practical teaching skills modules, practical business experience, and research, providing you with the necessary knowledge and skills for operating into the global business environment either as practicing managers or researchers. Training in information & report process management forms an integral part of the course and culminates in a management report project that is your great opportunity to put into practice all the knowledge accumulated during the program taught part; this project in the form of a management report allow you to use comprehensively and completely all the elements of the program that you have acquired, apply them in the context of the real business world and by doing so to show your comprehension and understanding of the best practices in the business environment in which you are to evolve. This management report project of 6 months gives you the occasion to select a company, an idea or a project of your choosing which you will develop in the shape of a consulting management report covering the industry market study, the marketing strategy, the marketing, the human resources, the operations, the finance and the management of the business under scrutiny to analyses and prove its successful feasibility. This program will give you also the opportunity to spend up to six months working in Switzerland as part of the program.

### GAIN FROM YOUR STUDIES

- Ability to effectively understand and administrate an international business.
- Understanding and comprehension of current business models and management concepts.
- Ability to operate effectively and successfully in a multicultural business environment.
- Financial reporting analysis & decision-making capabilities;
- Executive vision to develop a successful career worldwide.
- General holistic view of the internal and external factors influencing the financial condition of international corporations.
- Business English communication proficiency that you need for operating in the global business world;
- Exciting Real-life business immersions within international companies and international organizations;
- Expert knowledge through sharp business electives.
- International strategic management immersion experience through the GLO-BUS game.



## FOR YOU TO BECOME

- A manager in your country branches of multinational companies.
- A specialist in foreign trade development strategy.
- A specialist in international cooperation in the public and in the private sector.
- An international projects manager.
- An international entrepreneur who pursues opportunities in the global market;
- An entrepreneurial and innovative leader in business.
- A marketing specialist – ready to work in both domestic and international environments as well as corporations, small and medium-sized companies, interactive or marketing research agencies, and/or public institutions.
- A marketing manager responsible for marketing ethics in local, domestic, or international markets.
- A business consultant with thorough in-depth knowledge and first-hand experience of the newest concepts and management tools.
- An innovative entrepreneur prepared for the active and successful acquisition of new clients.
- A business globetrotter developing his successful career worldwide.

## MIM - Signature Features

- Real business learning
- Academically qualified faculty consisting exclusively of currently active business practitioner's expert in their field who bring the latest business knowledge into the classroom every day.
- Small class with student's focus teaching
- MIM classes offer an invaluable opportunity to meet motivated participants.
- The small class size of max 25 participants enhances real and interactive students.
- individually focus learning experiences.
- Focus on business holistic skills
- We look at the business in its holistic complexity and our modules reflect that focus.

## WHAT programs

### M. (Master of International Management)

### MSc. in International Management (Master of Sciences in International Management)

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24 Month Program included project thesis / 70 US credits or 125 ECTS

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This SWISS-SASEM program seeks to broaden the students' business and human-centered skills and cover the main functional areas of management to offer a cohesive understanding of international management of business.

- Emphasis is on the management of multinational organizations.
- Enables you to develop a multi-dimensional international strategic management perspective.

## THIS SWISS-SASEM GRADUATE PROGRAM INTENDS TO:

Provide a highly integrated study of business and management as concerns mainly markets, customers, finance, people operations, business policy and strategy;

Develop an understanding of the changing nature of the links between organizations and the external environment in which they operate;

Develop cognitive, intellectual, personal and transferable skills that include critical thought, creativity, numeracy, problem-solving, information management, team working, self-awareness,

## MIM - MSc, (Master of Sciences in International Management) Curriculum

### MIM – Master of Sciences in International Management Bridge Courses (only requested for Non-Business undergraduate degree holder)

PRE-MATH500	Quantitative Business Method
PRE. STAT500	Introduction to Statistics
PRE.-ACC500	Principles of Accounting and Finance
PRE.-ECON500	Principles of Microeconomics
PRE.-MKG500	Principles of Marketing
PRE.-LANG500	Report writing and Business English

### CORE COURSES

#### MIM - MSc. – Master in Sciences in International Management

MSc.-MGT501	Leadership and Negotiation
MSc.-HRM501	Strategic Cultural Management
MSc.-ACC501	Corporate Finance Management
MSc.-ACC501	Financial Reporting Analysis & Decision Making
MSc.-MKT501	International Marketing Management
MSc.-ECO501	International Trade
MSc.-LAW501	International Business Law
MSc.-STR501	International Strategic Management
MSc.-HRM502	International Human Resource Management
MSc.-ECO502	Globalization and Sustainable Development
MSc.-MKT502	Marketing Ethic Management
MSc.-MGT502	Information & Report Process Management
MSc.-ENT502	Entrepreneurship & Innovation Management

#### MSc.-MGT501 Leadership and Negotiation

This SSASEM course moves beyond an awareness of leadership styles and theories to consider the impact of leadership on organizational interactions and the management of human resources of businesses that extend to resourcing companies, training and development, as well as conflict management.

#### MSc.-HRM501 Strategic Cultural Management

Based on Case Study analyses, individual and group projects, this course provides students with an understanding of the process of cross-cultural management and the challenges that they face while working in multicultural environments. Core competencies include self-awareness, managing ambiguity and uncertainty, managing intergroup conflict, cross-cultural communication, and international career development. In expanding on anthropological studies on culture, this course seeks to map the different cultural variables or forces that affect the management of businesses operating globally, management of domestic companies by foreign managers as well as how multicultural personnel is managed.

#### MSc.-ACC501 Corporate Finance Management

This course investigates the nature and purposes of corporate financial management in the international context. Students will gain skills in international investment and financing techniques and in exchange risk management, including accounting and taxation aspects. They will learn, through hands-on case studies and simulations, how to manage a global company's financing and investment decisions, including M&A and divestitures, and how to measure and manage the company's exposure to exchange rate and international interest rate risks. They will discover how companies use banks, markets such as the Eurobond and currency option markets, and techniques such as currency swaps, lease financing and specialized structured financing techniques. The long-term growth of a business depends on sound investment decisions and appropriate financing strategies. This module is divided into four components: The first part assesses with valuation methods, (including Equity cash flow method) and capital structure decisions. Part two examines the complexities of Real Options. Part Three looks at Project Finance and the last part of the module appraises such growth platforms as Mergers and Acquisitions. Special topics in corporate finance like Bankruptcy and leveraged buyouts.

#### MSc.-ACC501 Financial Reporting Analysis & Decision Making

The purpose of this module is to provide students with a critical understanding of current issues in international financial reporting. A comparative analysis of the development of national accounting systems and role of the International Accounting Standards Board (IASB) and its impact on financial reporting internationally will be examined in the context of perceived advantages and disadvantages of harmonization and standardization. The module will further explore selected financial reporting and disclosure issues in the global context. Accounting for FOREX rates and corporate financial reports will be considered for multinational firms and emerging markets corporations.

### **MSc.-MKT501                      International Marketing Management**

This module focuses on strategic and functional aspects of international marketing activities of firms of varying sizes and industries. It provides a foundational understanding of the marketing concept and market orientation for international operations and proceeds with discussing issues related to the roles of the external and internal environments for strategy-making across borders. More specifically, the influence of these levels of the environment are discussed against key international marketing decisions of both a strategic nature such as modes of foreign market entry and market selection and a functional nature such as the design and implementation of marketing mix approaches at the international level. Therefore, students will have the chance to familiarize themselves with a holistic understanding of the main challenges international marketers face and systematically assess opportunities that stem from such an understanding.

### **MSc.-ECO501                      International Trade**

This course examines the fundamental issues related to the question of international relations among nations with emphasis on resources, foreign exchange, balance of payments, investments, tariffs, import quotas, export controls, nationalism, free trade, protectionism, and the institutions aiding in world politics. World trade, international capital inflows and outflows, foreign direct investment, global portfolio investments, technological diffusion, e-commerce and the like are now everyday realities. One ignores these trends only at one's own peril. Business executives need to understand the factors driving countries, industries and firms to compete on a global basis and to develop management strategies and policies to deal with this reality. Although the speed and degree of globalization will vary by industry according to a variety of technological and environmental factors, all modern executives, in any field of specialization, must incorporate a global perspective in the execution of their tasks. As global economic growth occurs, understanding management in all cultures is increasingly important.

### **MSc.-LAW501                      International Business Law**

This course introduces international business law in the real-world context; case studies and contemporary legal problems\* through a non-rhetorical approach to the law. Topics include legal rules, contracts, international arbitration, and the impact of nationalism and cultural attitudes on law and international affairs; regulation of international trade; protection of intellectual property, trademarks, and patents; and the legal ramifications of regional and economically integrated trade organizations, including the World Trade Organization and other multinational trade bodies.

### **MSc.-STR501                      International Strategic Management (GLO-BUS GAME) opt.1**

This course is framed around GLO-BUS, which is an online PC-based simulation where students run a digital camera company in head-to-head competition against companies run by other class members. Companies produce entry-level and upscale, multi-featured cameras of varying designs and quality in a Taiwan assembly facility and ship assembled cameras directly to retailers in North America, Asia-Pacific, Europe-Africa, and Latin America. This course integrates various theories and models useful for analyzing the external and internal business environment and emphasizes the formulation and execution of different strategies.

### **MSc.-STR501 International Strategic Management opt.2**

Integrates the various theories, concepts and models covered in previous management courses and presents the student with a comprehensive view of the competitive environment of today's global business enterprise. Teaches students the skills necessary to formulate and implement strategy and exercise effective leadership in diverse organizational settings and business environments.

### **MSc.-HRM502                      International Human Resource Management**

Explores human dynamics by examining the role of management and learning styles in the effective functioning of organizations. Topics include personality types, motivation, cognition and learning, communication, team development, and leadership. Through class study analyses, simulations, discussion and group projects, students learn critical managerial skills such as communication, decision making, conflict resolution, and team building. This SSASEM course seeks to render the study of cross-cultural human resources by adopting a number of perspectives to show the realities of HR managers today. In particular it covers expatriation and repatriation, safety and security issues, legal issues, culture and business etiquette

### **MSc.-ECO502                      Globalization and Sustainable Development**

This MIM course explores economic sectors and industries on a global scale while it unfolds the mechanics of a dynamic international business that is complex and challenging due to fast moving events such as economic shifts, political turmoil and natural disasters, the module then presents tools that can help students understand how the global environment affects global business and new markets. Particular emphasis is given to the necessary skills required to function effectively under these circumstances.

### **MSc.-MKT502                      Marketing Ethic Management**

Analyses and examines through the use of real life case studies significant contemporary marketing ethical issues and challenges existing throughout the professional corporate arena. Emphasis will be placed upon the marketer's social and environmental responsibilities to the company stakeholders, the customers and the public. Marketing ethical dilemmas and decision-making frameworks and approaches at the personal, organizational and societal levels will be explored.

### **MSc.-MGT502                      Information & Report Process Management**

In preparation for the MIM project or business feasibility study, this course provides the foundations for the use of methods to access relevant information resources and the development of sound analytical skills to use data and information effectively. It aims at exploring management research from planning stage, to carrying out a literature review for hypothesis development, to collecting and analyzing qualitative and quantitative data. This course is held throughout the program and leads to the development of an MIM Project or Feasibility Study proposal and the finalization of the project.

### **MSc.-ENT502                      Entrepreneurship & Innovation Management**

In global economies, entrepreneurship is the engine of economic growth and prosperity. It is important for you to understand the underlying principles and concepts about entrepreneurship and the entrepreneurial process. This course covers the personal characteristics and qualities of the entrepreneur, innovation, creativity, opportunity assessment, and the role of entrepreneurship in developed and developing economies. One of the key issues in successfully starting and growing a venture, particularly if outside capital is needed, is to create a business plan. The development of a business plan and all of its components with particular focus on what the typical audience for business plans is really focusing on are presented. The various organizational structures available are discussed in terms of their applicability as well as important legal issues. The sources of capital and how to obtain them, starting, managing and growing a new venture, new venture valuation, and building a lasting venture are also discussed. Each person is to develop a business plan. The business plan will be presented in class. Lectures, discussions and cases will make this class a robust, valuable learning experience.

## ELECTIVE COURSES

Elective	Private Wealth Management
Elective	BRICMS Economics
Elective	Business in Brazil
Elective	Business in China
Elective	International Career Development Strategy

### Elective - Private Wealth Management

No matter whether you are transitioning leadership from one generation to another, selling a business, or simply trying to make better decisions regarding your family's wealth, this immersive course will give you the knowledge and the confidence needed to achieve your wealth management goals. Students in this course have an opportunity to examine how to manage fixed income, equity and alternative portfolios. It is a practical course that introduces students to the core concepts used to manage equity, debt, and alternative investment portfolios. This course provides an introductory study of the subject of wealth management and contemporary personal financial planning. This course provides an overview of the major components of financial planning, namely consumption planning, tax planning, insurance planning, retirement planning and estate planning. Throughout, focus is placed on the practical application of portfolio management and asset allocation of wealth management clients.

### Elective - BRICMS Economics

Brazil, Russia, India, China, Mexico and South Africa are to be the new dominating economies in the 2050 world. If we want to understand the economic future of these countries, we should look in their past and therefore analyze their domestic reforms and interactions with global markets in the period since the 1990th in spurring human capital accumulation, industrial development, and economic wealth-fare and growth. The potential limits on stability and growth in the BRICs and the influence these countries are likely to exert on their region and the challenges of them becoming world economics hegemon through their global influence on world trade, aid, finance, and the global environment.

### Elective - Business in Brazil

The objective of this module is to enable students with an in-depth knowledge about Brazil, its culture, economy, risks and opportunities and how to identify and develop them. The course content will be drawn from theory, research and practice in areas of strategy, management and finance. As a result of this course, students will be able to critically evaluate, integrate and synthesize theory, research and current practice applied to the Brazilian context.

### Elective - Business in China

The objective of this module is to enable students with an in-depth knowledge about China, its culture, economy, risks and opportunities and how to identify and develop them. The course content will be drawn from theory, research and practice in areas of strategy, management and finance. As a result of this course, students will be able to critically evaluate, integrate and synthesize theory, research and current practice applied to the Chinese context.

### Elective- International Career Development Strategy

This module provides a forum for exploring the relationships between business strategy and human resource strategy, examining recent developments in human resource management theory and practice and relating these to the strategic and operational needs of service sector organizations. Career Development Strategy study the individuals and their behavior within the context of the organization in a workplace setting. This course adopts an interdisciplinary approach, including sociology, psychology, philosophy, communication and management.

## Our MIM International core faculty



**Prof. Dr. Ruth Pasquier(Rios-Morales)**  
PhD in Politics of International Business, University of Ulster, UK

Dr. Ruth Rios-Morales holds a BSc in Economics, PgDip in Applied Economics, MSc in International Economics and a PhD in Economic Policy from the University of Ulster, UK. Ruth is also Country Director for Switzerland of the EuroMed Research Business Institute (EMRBI) and visiting academic at Trinity College Dublin, Ruth worked at the Centre for Foreign Affairs and Applied Diplomacy, School of Management and Law, Zurich University of Applied Sciences. Ruth has also worked at the School of Business Studies, Trinity College Dublin. Ruth has conducted advanced research that has been acknowledged by the United Nations Conference for Trade and Development, the World Bank and academic institutions. Ruth has published 27 academic journal papers, 34 peer-reviewed conference papers, two books and a number of book chapters.



**Prof. Dr. Lidio Silva**  
PhD (with mention of "European Doctor") on "New Trends on Business Management", University of Salamanca, Spain

Dr. Lidio Silva holds a PhD (with mention of "European Doctor") on "New Trends on Business Management", University of Salamanca, Spain, and he has been teaching for more than 15 years in the Management and Finance areas (Financial Calculus, Management Fundamentals, Financial Markets, Investment and Financing Decisions, Banking and Insurance Operations, among other courses) at the University of Coimbra, Portugal, the University of Salamanca, Spain and several other universities and Business School in Europe and Switzerland.

Lidio is co-author of a Financial Calculus book, author and co-author of scientific articles and pedagogical works. He has also experience in the training area, in a corporate context

(being former in postgraduate courses for managers and in training courses for companies) and in a social context (being former in several awareness sessions about Financial Literacy and Personal Finance).





### **Prof. Dr. Jean-Philippe Challandes**

**Post-PhD in Nation Building, University of Sorbonne, France**

Dr. Jean-Philippe Challandes holds a Post-PhD in Nation Building, University of Sorbonne, France; he has been teaching for the last 20 years for a vast variety of audiences including doctoral seminars. He is widely praised as an expert in the post-industrial Revolution world after a global international research period at the world-wide renowned University of Paris 1 – Sorbonne. With a strong knowledge of the evolution of State institutions and the creation of Nations, Dr Challandes bridges the needs of individuals and collectivities thanks to an innovative approach to values.



### **Prof. Dr. Pablo Hafner**

**PhD in Economics, University of St. Gallen, Switzerland**

Dr. Pablo Hafner holds a PhD in Economics, University of St. Gallen, Switzerland. He is a specialist in advising and helping CEOs implement successful turnaround management solutions. He has led successful organizational transformations and complex turnaround management projects for several industrial companies in Europe and the Americas. Through comprehensive analysis, he helps businesses develop solid strategies to bring about their long-term success. Additionally, Pablo works directly with the boards of directors of both private and public enterprises to improve their companies' governance structures. Pablo Hafner is the author of numerous international publications, and his articles can be found regularly in the international economic press. He also has been a contributor to several books in the field of family business, firm restructuring, and corporate governance. He is currently a member of various boards of directors in diverse industries.



### **Prof. Dr. McPartland**

**PhD in Education, University of Derby, England.**

Dr. David McPartland holds a PhD in Education, University of Derby, England and a Masters in Corporate Strategy and People Management from the J.E. Cairnes Graduate School of Business & Economics, National University of Ireland Galway, Ireland. David has over ten years international work experience spanning across a range of industries from the travel and tourism industry to marketing, advertising and consultancy as well as the education sector. His research interests are in the field of Human Resource Management, Leadership and Strategy.



### **Prof. Gian Piero Reverberi**

**MBA, SDA Bocconi - School of Management, Milan**

Prof. Gian Piero Reverberi holds an MBA, SDA Bocconi - School of Management, Milan; he has started his career in 1989 as financial analyst at IBM. He worked for 10 years at Eli Lilly in Italy and USA in positions of growing responsibility in finance, business development, sales management and business unit management. In 2004, Prof. Reverberi joined Shire as Vice President and General Manager in Italy, and in 2006 he was promoted to the position of Senior Vice President, International Specialty Pharma. In the last 8 years in this position, Gian Piero has been responsible for all the Shire Specialty Pharma geographies outside the USA, for the New Market Development function, for Pricing, Reimbursement and Market Access ex-USA and for a Business Unit globally. He is now a senior Vice-president Head of Europe and the Chief Commercial Officer at Vanda Pharmaceuticals in Washington, DC.

Swiss-SASEM professors are seasoned International Business Practitioners who bring real-life learning into the classroom everyday.



## Swiss Intensive International Management Immersion Experience

### PGDip. In International Strategic Management

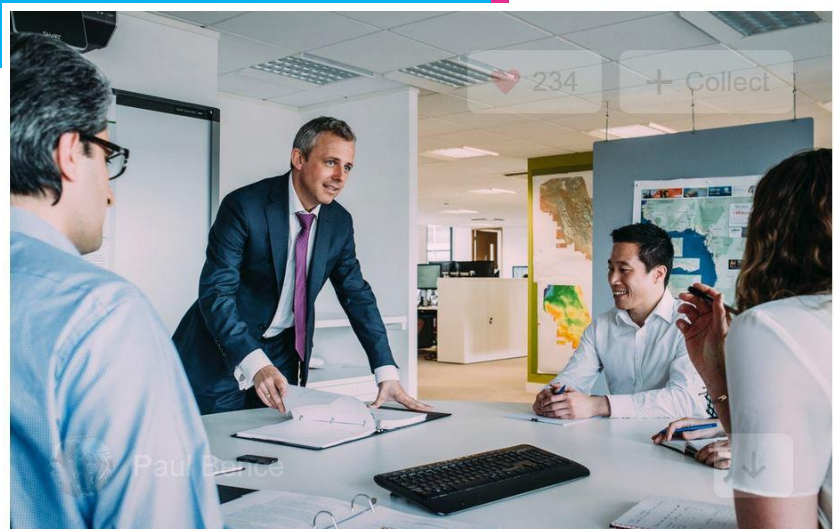


Swiss Intensive International Management Immersion Experience and PGDip. International Strategic Management (Post Graduate Diploma in International Strategic Management).

At the end of your M.I.M-MSc. In International Management taught part, you get two-weeks Intensive International Management Immersion Experience at no extra costs at SSASEM in Switzerland

where you will be experimenting first-hand the International Organizations in Geneva and some major Multinational Business Corporations in Switzerland

After successful completion of the business seminar you will be awarded a PGDip. International Strategic Management (Post Graduate Diploma in International Strategic Management). for a special management training through case studies and activities which involve leadership, creativity, finance, marketing and management tools.



## ACADEMIC AND CAREER ADVISORS

At SWISS-SASEM, we care about your future career; that is why we provide a vast array of academic and career advising services to counsel and guide you during your studies at SWISS-SASEM and after you graduate.

As a Swiss-SASEM student you will become a lifetime member of the SWISS-SASEM alumni network, which will give you the right to benefit from an array of alumni mentoring programs while keeping you connected to and involved with SWISS-SASEM.

### The Academic Dean and the Dedicated

- Help you define your career goals;
- Show you how to develop your résumé, cover letter, skills;

### Career Counselor will:

- Inform you about internship opportunities;
- Teach you job-search strategies; and interview techniques.

## HOW WILL YOU BENEFIT from the SWISS-SASEM M.I.M.?

difference after you graduate?

There are infinite career possibilities after completion of a SWISS-SASEM MIM-Master of Sciences in International Management's degree:

International Management

Finance

Marketing

Human Resources Management

Masters students are ready to pursue their careers as managers in any of these areas:

#### International Management

Logistics Consulting  
Import/Export  
Public Relations  
Manager

#### Finance

Accounting  
Banking  
Reporting  
Statistics  
Analytics  
Economics

#### Marketing

Retail/Sales  
Advertising  
Marketing  
Communication  
Public Relations  
Brand & Product  
Medias

#### Human Resources

HR Consultant  
Negotiation  
Recruitment  
Training  
Counseling  
/Coaching Public  
Relations

## HOUSING IN SWITERLAND

SWISS-SASEM housing service can help students find a furnished apartment near the school or its surrounding areas. The monthly rent for a furnished room varies between 350 and 500 CHF. A 3-month security deposit (based on the rent) might be required and will be fully refundable provided that no damage has been done to the apartment or its contents.

### SWISS-SASEM STUDENTS' life and sports

SWISS-SASEM cares about its students; therefore we regularly organize get together and fun activities with all the students and staff members to create a friendly and family environment. Activities may include: bowling, karting, sampling of Swiss food, ski trip etc.

At SWISS-SASEM we focus on educating the "whole person" through a holistic approach, which considers the relationship between physical fitness and academic achievement. Therefore, during their studies at SWISS-SASEM, students have the opportunity to participate in numerous sports and recreational activities such as:

Swimming (indoor heated pool),  
hammam and sauna

Tennis

Gym & Fitness Center

Football

Skiing

