

Thesis

The MBA program is structured to enforce previous learning within subsequent modules. This dependency focusses on active recall and the opportunity to translate theoretical concepts into practical professional business scenarios, where topics aren't handled in isolation.

Thesis is therefore your opportunity to shine as an entrepreneur through the analytical and skilful mix of profound academic research, rigorous previous learning, and professional practice.

A prerequisite for acceptance to Oral Defense is the submission of a thesis document with a minimum of 100 and maximum of 125 pages.

Graduation

1. Successful completion of all courses, examinations, and presentation (Oral Defense) to FOMIC Faculty
2. Minimum GPA of 2.7

Degree

1. Degrees will be awarded by SMC University Switzerland

Core

• Marketing Management

- This course is designed to enhance your understanding of the aspects of marketing as a social science and a business field. It builds upon four major marketing themes: building and managing profitable customer relationships, building and managing strong brands to create brand equity, harnessing new marketing technologies in the digital age, and marketing in a socially responsible way around the globe. The course reveals the “drama” of modern marketing, reflecting the major trends and forces that are impacting this dynamic and ever-changing field.

• Managerial Finance & Accounting

- This course will teach you not only how to create a budget and other tools that everyone from accountants to marketing managers, and decision makers use, but also the critical thinking skills necessary to succeed in business a general understanding of the financial decision making process. It is this combination of understanding the technique and how to apply it in the real world that empowers students to make business decisions and also concentrates on developing a high level understanding of the tactical and strategic significance of the financial management function within organizations. It covers the main financial tools of the company reporting system and the means of analyzing corporate performance.

• Business Research

- This course is designed to provide a strategic view and understanding of the businesses environment. In every organization, to succeed executives need to fully understand business strategy as a whole and to create a solid understanding of how their present decisions might affect the business in the medium to long run. This is why the course comprises some of the most relevant business articles of the moment written by distinguished authors of strategy.

• Managerial Economics

- Managerial economics is the application of economic theory to managerial issues. Practitioners – Nestle executives, McKinsey consultants, Credit Suisse First Boston investment bankers – often rely on economic analysis when they tackle business issues or make important strategic decisions. Elements of managerial economics can be found in all aspects of business activity, such as production, pricing, financing, management, and strategy. Learners will explore these elements using real-world case scenarios.

• Human Resources Management

- The course introduces you to contemporary issues in the field both from a global and strategic perspective. It provides the basis for understanding labour relations, compensation and benefits schemes as well as the role of HR in the organisation.

• International Business & Trade

- International business differs in important ways from business conducted within national borders. It poses additional challenges for managing trade or investments in foreign countries, but it also offers new opportunities in foreign markets. This course provides a framework for analyzing decisions made by firms in an international context. In turn, this framework provides the basis for formulating strategies that will enable businesses to succeed in the international business environment. This course combines material from strategy, international finance, trade theory, trade policy, marketing, human resource management, and other related areas.

Core

- **Management**

- The primary aim of this course is to help the student develop a basic understanding of the essentials of management and the nature of complex organizations. In order to accomplish these goals we will focus on the basic theories, principles, concepts, etc. of management and organizations; attempt to develop rational and systematic techniques of analysis and inquiry; and endeavor to interface theory with practice. The orientation of this course will be toward providing professional managerial skills.

- **Business Development Management**

- This course introduces you to the issues, strategies, and relationships that relate to the job of developing sustainable revenue through well managed sales & business development activities. You will become acquainted managing a sales force and helping them sell. Special emphasis is put on developing a sales force program, managing strategic account relationships, team development, diversity in the work force, sales force automation, problem-solving skills, and financial issues.

Major

- **Operations Management**

- This course is a comprehensive overview of the techniques that can be applied to solve operational problems and achieve rapid improvements. It is a thorough overview of the fields of POM strategy, quality management, product strategy, process strategy and project management.

- **Strategic Management**

- Strategic Management is a subject which is often thought, quite wrongly, to be the sole preserve of senior executives. It more or less involves all decision makers and stake holders of an organization. This course emphasizes on the tools and methods of creating and maintaining a performance culture. A strategy is only of any value when actually being implemented and “lived”. Our motto is therefore “From Strategy to Results”.

- **Leadership and Organizational Behaviour**

- This course deals with the contemporary issues of improving organizational and individual effectiveness, globalization, organizational culture, leadership, introducing and managing change, the use of teams/groups, changes in technology, organizational restructuring, changed employment relationships, and the diversity of the workforce. The course examines both the social and economic roles of the company and studies individual and group behavior within these institutions

- **Project Management, Planning & Execution**

- This course examines the organization, planning, and controlling of projects and provides practical knowledge on managing project scope, schedule and resources. Topics include project life cycle, work breakdown structure, network diagrams, scheduling techniques, and resource allocation decisions. Concepts are applied through a team project which will teach students how to successfully plan and execute projects.

Thesis

- **Project**

- All students will complete a capstone project. This requirement, synthesizes the student’s learning in a single project that demonstrates the student’s fulfillment of the program’s learning goals.

Capstone Project Expectations:

A research-based paper between 100 and 125 pages;

An action project, accompanied by a substantial essay that sets the project within intellectual and personal contexts; discusses its design, process and outcomes; and reflects on the student’s learning;

A creative project, accompanied by a substantial essay that sets the project within intellectual and personal contexts, discusses the process and its outcomes, and reflects on the student’s learning; or

An apt combination of these forms.

- **Oral Defense**

- Students will be offered the possibility to participate at the regular face-to-face thesis defense.