Orientation Day – HS 2017
15. September 2017

Launching Event for Master Students
Master of Science in Business Administration (MSc BA)

Departementsstab BWL
Who We Are

WISO-Fakultät

Departement VWL
Departement BWL
Departement SOWI

Speaker
Departement BWL

Departementsstab

Accounting and Controlling
Financial Management
Marketing and Management
Organization and HRM
Information Systems
Our Team

> **Director:**
Daniela Egger-Mikic

> **Assistants:**
Aline Bosshart  (students advisory service)
Ilaria Gentile  (students advisory service)
Anja Neuhaus   (students advisory service)
Dominic Passath (students advisory service)
Cornelia Keel   (administration)
Linda Heini     (communication)
Agenda

1. Overview of Studies in Business Administration
2. Structure Master BA
   2.1 Mandatory Choice Area
   2.2 Choice Area
   2.3 Mandatory Area
   2.4 Graphic Overview
   2.5 Focus
3. Minor Business Administration
4. Minor (Business) Information Systems
5. Remarks
6. Examples
7. Mobility / Study abroad
8. FAQ’s
9. Students Advisory Service
19.09.2017

1. Overview of Studies in Business Administration

- Bachelor-Studies
  - Assessment (2 sem.)
    - 60 ECTS
  - Major/Minor (4 sem.)
    - 120 ECTS

- Master-Studies
  - (3 sem.)
    - 90 ECTS

Bachelor-Degree
- 180 ECTS

Master-Degree
- 90 ECTS
2. Structure Master BA (2)

> Duration: 3 – max. 8 sem. (Art. 9 & 10 RSL WiSo)
> Volume: 90 ECTS (mono subject)

- Courses 70 ECTS
  - Mandatory choice area (Wahlpflichtleistungen)
    - Subject modules (Fachmodule)
    - Seminar
  - Choice area (Wahleistungen)
    - Choice module (Wahlmodul)

- Mandatory area (Pflichtleistungen) 20 ECTS
  - Master thesis

> No minor possible!
> Course language: German and English (approx. 60:40)
2.1 Mandatory Choice Area 42-60 ECTS

> **Subject Module** (Fachmodul) 9-13.5 ECTS

- A *minimum* of 4 and a *maximum* of 6 subject modules (Fachmodule) are mandatory, to a total of 36-54 ECTS
- Depending on the topic, each subject module consists of 2-3 courses. A subject module is passed, when all the corresponding courses are successfully completed
- For an overview of all subject modules according to the SP BWL 2015 see Appendix 1

> **Seminar** 6 ECTS

- At least one Business Administration seminar must be completed (any one)
2.2 Choice Area 10-25 ECTS

> Choice Module (Wahlmodul) 10-28 ECTS

- Includes all BA courses that will not be credited as part of a subject module
- Up to 9 ECTS can be attained by attending non-BA Master classes (i.e. Master courses offered by other departments or faculties)
  - Contact BA students advisory service
    - course on master level, graded/with marks
    - no preconditions
    - students from different faculty accepted (clarification with the respective faculty)
- No language courses accepted
2.3 Mandatory Area 20 ECTS

> Master thesis

- A maximum of 3 student authors
- A maximum 6 months allowed for editing
- At least 45 ECTS credits should be attained to start a Master thesis
- Depending on the institute, different preconditions (i.e. courses or seminars at the corresponding institute) → Please contact the institutes (or their websites) for prerequisites, guidelines and processes in advance
- There is no obligation, but also no claim, to write the Master thesis in the chosen focus
2.4 Graphic Overview of Structure
Master BA

Mandatory choice area 45-60 ECTS

4-6 subject modules 39-54 ECTS

- SM 1 9-13.5 ECTS
- SM 2 9-13.5 ECTS
- SM 3 9-13.5 ECTS
- SM 4 9-13.5 ECTS
- SM 5 9-13.5 ECTS
- SM 6 9-13.5 ECTS

2-3 courses

C 1 3-6 ECTS
C 2 3-6 ECTS
C 3 3-6 ECTS

Seminar 6 ECTS

Choice area 10-25 ECTS

Choice module 10-25 ECTS

optional non-BA courses
max. 9 ECTS

Mandatory area 20 ECTS

Master thesis 20 ECTS

90 ECTS
2.5 Focus (Vertiefung) (1)

- Will be related to one of 4 areas (Bereiche):
  - Accounting & Finance
  - Management
  - Marketing
  - Business Information Systems (Wirtschaftsinformatik)
- Can be chosen optionally (no obligation!)
- Covers a minimum of **36 ECTS** and consists of:
  - At least 2 subject modules
  - Particular further courses from the choice module and/or a seminar
- For an overview of all possible foci according to the SP BWL 2015 see Appendix 2
2.5 Focus (Vertiefung) (2)

- Will be stated in the Diploma Supplement
- If there is no focus chosen, a Master in (general) BA will be stated in the Diploma Supplement

→ The Master Thesis is not part of a focus. There exists no obligation, but also no right, of writing a Master thesis according to the chosen focus or the corresponding area.
3. Minor BA 30 ECTS (1)

> **Admission**
- Bachelor Minor BA min. 30 ECTS or
- Bachelor of a Swiss university with at least 30 ECTS in BA
- Placement decision

> **Structure**
- Mandatory choice area
  - At least 1 subject module 9-13.5 ECTS (Appendix 1)
- Choice area
  - Remaining lectures of Master BA 3-21 ECTS
3. Minor BA 30 ECTS (2)

**Mandatory choice area** 9-27 ECTS

**Min. 1 subject module** 9-13.5 ECTS

- **SM 1** 9-13.5 ECTS
- **SM 2** 9-13.5 ECTS
- **SM 3** 9-13.5 ECTS

2-3 courses

- **C 1** 3-4.5 ECTS
- **C 2** 3-4.5 ECTS
- **C 3** 3-4.5 ECTS

**Choice area** 3-21 ECTS

**Choice module** 3-21 ECTS

Comprised of the remaining BA courses
3-21 ECTS

- **C 1** 3-4.5 ECTS
- **C 2...** 3-4.5 ECTS
- **C n** 3-4.5 ECTS
4. Minor Information Systems 30 ECTS (1)

> Admission

- Bachelor Minor Information Systems (IS) min. 30 ECTS or
- Bachelor Minor BA min. 30 ECTS or
- Bachelor of a Swiss University with at least 30 ECTS in BA or IS
- Placement decision

> Structure

- Mandatory choice area
  - At least 1 Information Systems subject module 9-13.5 ECTS
- Choice area
  - Remaining Master lectures offered by the Institute of Information Systems (IWI) 3-21 ECTS
## 4. Minor Information Systems 30 ECTS (2)

### Wahlpflichtleistungen 9-27 ECTS

- **Mind. 1 Fachmodul 9-13.5 ECTS** aus Wirtschaftsinformatik (WI)
  - **SM 1 IS 9-13.5 ECTS**
  - **SM 2 IS 9-13.5 ECTS**
  - **SM 3 IS 9-13.5 ECTS**
  - 2-3 courses
    - **C 1 3-4.5 ECTS**
    - **C 2 3-4.5 ECTS**
    - **C 3 3-4.5 ECTS**

### Choice area 3-21 ECTS

#### Choice module 3-21 ECTS

- **Comprised of the remaining BA courses 3-21 ECTS**
  - **C 1 3-4.5 ECTS**
  - **C 2... 3-4.5 ECTS**
  - **C n 3-4.5 ECTS**
5. Crucial Notes (1)

> Regulations

- WISO-Reglement 2006
  
  http://www.unibe.ch/e152701/e154048/e191232/e191242/e210652/wiso_rsl_fina
  l_143530140575_ger.pdf

- Study plan M Sc BA 2014 into effect since autumn 2015
  
  http://www.unibe.ch/e152701/e154048/e191232/e191242/e210682/wiso_sp_ma
  _bwl_final_ger.pdf

- Appendix 1
  
  http://www.wiso.unibe.ch/unibe/portal/fak_wiso/content/e8/e10292/e192493/pan
  e192494/e206502/16-08-16Anhang1FachmoduleMSc2015BWLgenehmigt-WISOgenehmig
  tbereinigt_ger.pdf

  Appendix 2
  
  http://www.wiso.unibe.ch/unibe/portal/fak_wiso/content/e8/e10292/e192493/pan
  e192494/e206503/16-08-16Anhang2VertiefungenMSc2015BWLgenehmigt-WISOgenehmig
  tbereinigt_ger.pdf

  Appendix 3
  
  http://www.wiso.unibe.ch/unibe/portal/fak_wiso/content/e8/e10292/e192493/pan
  e192494/e206504/15-06-19Anhang3WahlmodulMSc2015BWLWISO_ger.pdf
5. Crucial Notes (2)

> Campus Account
  - Login details for KSL, e-mail, Ilias etc.
  - Wireless LAN
  - Check e-mail account regularly!

> Kernsystem Lehre (KSL)
  - [www.ksl.unibe.ch](http://www.ksl.unibe.ch)
  - Course catalogue
  - Registration / deregistration to exams and courses
  - Exam results: Print transcript of records with all grades
5. Crucial Notes (3)

> ILIAS
  - [www.ilias.unibe.ch](http://www.ilias.unibe.ch)
  - Scripts
  - Podcasts
  - Discussions / chats
5. Crucial Notes (4)

Courses

- Catalogue of all courses
  www.ksl.unibe.ch

- Table of all BA courses per term
  http://www.bwl.unibe.ch/unibe/portal/fak_wiso/a_bwl/content/e56040/e115698/e115710/section115716/files159050/BSc_HS2017_Stundenplan_V3_ger.pdf
  http://www.bwl.unibe.ch/unibe/portal/fak_wiso/a_bwl/content/e56040/e115698/e115710/section115716/files284138/MSc_HS2017_Stundenplan_V3_ger.pdf

- The websites of the institutes provide a quick overview of their respective courses:
  http://www.bwl.unibe.ch/studium/lehrveranstaltungen/index_ger.html
5. Crucial Notes (5)

> Course contents
- Download from ILIAS ([www.ilias.unibe.ch](http://www.ilias.unibe.ch))
- Announcement of literature in the first lecture
- Selling of scripts: After the first lecture or directly at the book shop in the main building (Bugeno)

> Course-Registration, if required
- Via KSL ([www.ksl.unibe.ch](http://www.ksl.unibe.ch))
- Often an additonal registration via e-mail (addressed to lecturer) or ILIAS is required
- Note the deadlines!

→ For further information contact the websites of the institutes
5. Crucial Notes (6)

Exams
- Registration / deregistration on KSL ([www.ksl.unibe.ch](http://www.ksl.unibe.ch))
  → Note the deadlines!
  → For further information study the websites of the institutes
- Each record of achievement has to be sufficient (min. 4.0)
- Insufficient records can be repeated once (Art. 8 MSc BWL)
- If one exam of a subject module (Fachmodul) is failed, the corresponding subject module can not be credited
  → The remaining courses will be credited in the choice area (Wahlmodul).
  → Obligation to choose another subject module
6. Example (1): Selection of Subject Modules (Fachmodule) according to App. 1

- **FM Corporate Finance** 12 ECTS
  - Advanced Valuation 6 ECTS
  - Financing and Capital Structure 6 ECTS

- **FM Strategy** 12 ECTS
  - Corporate Strategy 6 ECTS
  - Business Research 6 ECTS

- **FM Marketing** 12 ECTS
  - Product and Price Management 4.5 ECTS
  - Communication and Sales Management 4.5 ECTS
  - International Marketing 3 ECTS

- **Etc.**
6. Example (2): Foci (Vertiefungen) according to App. 2

<table>
<thead>
<tr>
<th>Bereich Accounting &amp; Finance</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Corporate Finance</td>
<td>42.0 ECTS</td>
</tr>
<tr>
<td>&gt; Financial Management</td>
<td>37.5 ECTS</td>
</tr>
<tr>
<td>&gt; Accounting, Control and Finance</td>
<td>37.5 ECTS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bereich Management</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Management</td>
<td>36.0 ECTS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bereich Marketing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Marketing</td>
<td>36.0 ECTS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bereich Wirtschaftsinformatik</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Wirtschaftsinformatik</td>
<td>mind. 36.0 ECTS</td>
</tr>
</tbody>
</table>
### 6. Example (3): Master with Focus Accounting, Control and Finance

<table>
<thead>
<tr>
<th>Wahlpflichtleistungen</th>
<th>Wahleistungen</th>
<th>Pflichtleistung</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM Corporate Finance 12.0 ECTS</td>
<td>Wahlmodul</td>
<td>Masterarbeit am IFM 20.0 ECTS</td>
</tr>
<tr>
<td>FM Financial Analysis and Reporting 13.5 ECTS</td>
<td>VL Communication and Sales Management 4.5 ECTS</td>
<td></td>
</tr>
<tr>
<td>FM Managerial Accounting 12.0 ECTS</td>
<td>VL Open Data 4.5 ECTS</td>
<td></td>
</tr>
<tr>
<td>FM Strategy 12.0 ECTS</td>
<td>VL The Theory and Practice of Insurance 4.5 ECTS</td>
<td></td>
</tr>
<tr>
<td>Seminar in Financial Accounting 6.0 ECTS</td>
<td>zB Tourismus 3.0 ECTS</td>
<td></td>
</tr>
<tr>
<td><strong>49.5 ECTS</strong></td>
<td><strong>16.5 ECTS</strong></td>
<td><strong>20.0 ECTS</strong></td>
</tr>
</tbody>
</table>

Vertiefung: departementsfremde Leistungen, tbd (vgl. Anhang 3)

19.09.2017
### 6. Example (4): Master with Focus Marketing

#### Wahlpflichtleistungen
- FM Marketing: 13.5 ECTS
- FM Consumer Behavior: 10.5 ECTS
- FM Organisation: 10.5 ECTS
- FM Personalmanagement: 9 ECTS

Total: **43.5 ECTS**

#### Wahlleistungen
- Wahlmodul
  - VL Information Resource Management: 3.0 ECTS
  - Weiter Veranstaltungen IMU-M und IMU-CB (tbd): 12.0 ECTS

Total: **21.0 ECTS**

#### Pflichtleistung
- Masterarbeit am IMU-M: 20.0 ECTS

Total: **20.0 ECTS**

Vertiefung: departementsfremde Leistungen, tbd (vgl. Anhang 3)

19.09.2017
7. Mobility / Study Abroad

> In Switzerland: BeNeFri
  - Attend individual courses at different universities in Switzerland

> Worldwide: SEMP (formerly Erasmus), ISEP
  - Study abroad one or two semesters

> Crediting of foreign academic records:
  - Max. 30 ECTS total (choice area (Wahlmodul) → no focus (Vertiefung))

> Information on BA-Homepage → process:
  http://www.bwl.unibe.ch/studium/mobilitaet_und_austausch/outgoing/index_ger.html

> International office of the University:
  http://www.unibe.ch/universitaet/organisation/leitung_und_zentralbereich/vizerektorat_entwicklung/internationales_buero/index_ger.html
8. FAQ’s

- Is it possible to change the focus?
  - Yes → self-determined by selection of subject modules

- KSL
  - Place of accreditation: fulfil subject modul or focus?
  - Focus not signed «green» (don’t panic!)
  - Earlier master courses

- How are external courses credited?
  - Generally within the choice area
9. Students Advisory Service BA

> Departementsstab BWL
  Studienfachberatung
  Engehaldenstrasse 8
  3012 Bern
  www.bwl.unibe.ch
  Tel. 031 631 80 50
  E-Mail: studienberatung@bwl.unibe.ch

> Consultations after prior arrangement

> Requests per e-mail **always** with:
  - First name / last name
  - Matriculation number
  - Study plan MSc BWL 2015
  - Phone number
Questions?

We wish you every success for your studies in Bern!