

PRESENTATION OF THE MASTER IN BUSINESS ADMINISTRATION

CAMILLE MAGRON

Head of the program





For people who are attending online:

Please...

switch off your microphone



switch off your camera





<https://socialknx.com/wp-content/uploads/2015/10/lost-this-way-confused-sign-wrong-way.jpg>



Top 10 skills of 2025

Type of skill

- Problem-solving
- Self-management
- Working with people
- Technology use and development



Analytical thinking and innovation



Active learning and learning strategies



Complex problem-solving



Critical thinking and analysis



Creativity, originality and initiative



Leadership and social influence



Technology use, monitoring and control



Technology design and programming



Resilience, stress tolerance and flexibility



Reasoning, problem-solving and ideation

Source: Future of Jobs Report 2020, World Economic Forum.



WHY A MSc IN BUSINESS ADMINISTRATION AT THE HES-SO

We offer:

1. Core courses in Advanced General Management

New Technologies - Sales Management - E-Business - Ethique en Economie - Marketing – HR – Introduction à la Business Intelligence

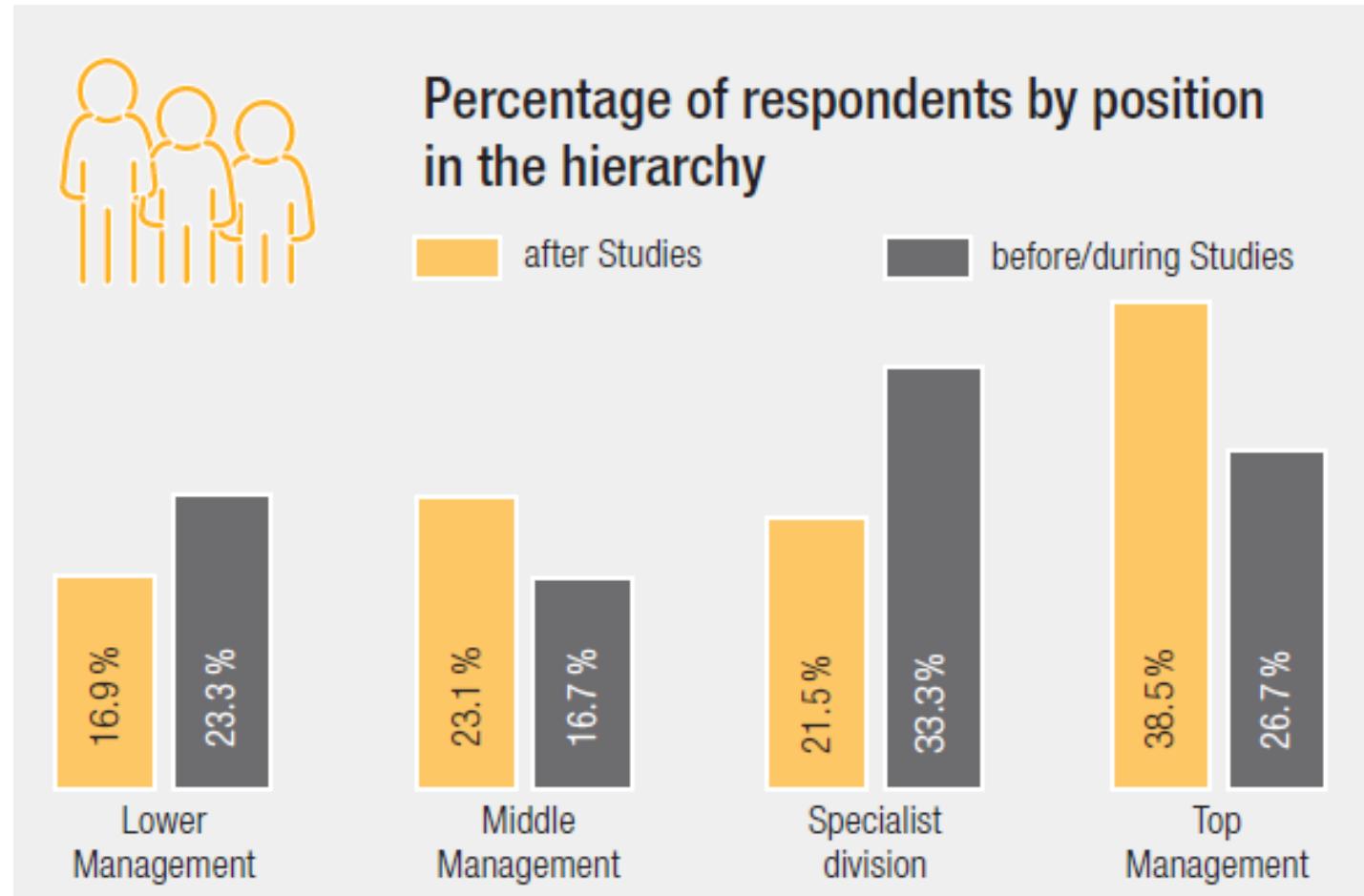
2. 4 transverse majors

3. A lot of projects

4. The opportunity to work part time in parallel

5. A strong training in research methods

Example - alumni of the Entrepreneurship major





Example - alumni of the Management of Information systems major

Infoteam
5 ans

- Responsable SI et Qualité**
mai 2017 – Aujourd’hui • 1 an 10 mois
Givisiez
 - Gestion des processus internes et maintien du système qualité (ISO 9001).
 - Mise en place et suivi d’outils au service des collaborateurs.
 - Gestion des canaux de communication externes et internes.
- Consultante et intégratrice web**
mars 2014 – mai 2017 • 3 ans 3 mois

**UNI
FR** PhD Student in Computer Sciences - Data and Text Analysis
Université de Fribourg - Universität Freiburg
Sep 2016 – Present • 1 yr 5 mos

Automatic semantic topic detection based on the context defined by advanced adapted deep learning methodologies

Founding Partner
datastory datastory
2014 – Present • 4 yrs
Switzerland

Data Scientist and development at datastory, a data analysis and visualization startup.
<http://www.datastory.ch>

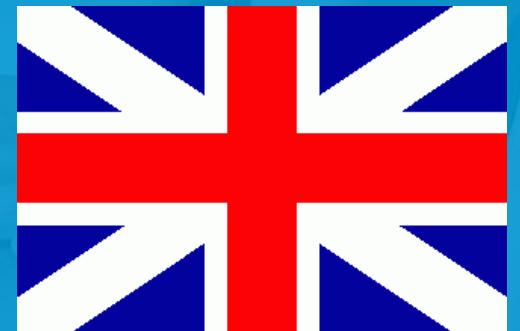
FERRING PHARMACEUTICALS Senior Manager
Ferring Pharmaceuticals
2015 – Present • 3 yrs

FERRING PHARMACEUTICALS Team Manager
Ferring Pharmaceuticals
2012 – 2015 • 3 yrs

FERRING PHARMACEUTICALS IT System Analyst / Developer
Ferring Pharmaceuticals
2006 – 2012 • 6 yrs



BUSINESS IN EURASIA MAJOR **NEW**



Business in Eurasia Major

Are you interested in...

- **Dynamic markets?**
- **Discovering other cultures?**
- **Adventure?**

Then, the Major «Business in Eurasia» is the right choice for you!

Our objectives

**Teach you specific knowledge and skills needed for exporting,
establishing and developing Swiss and other companies in Eurasia**

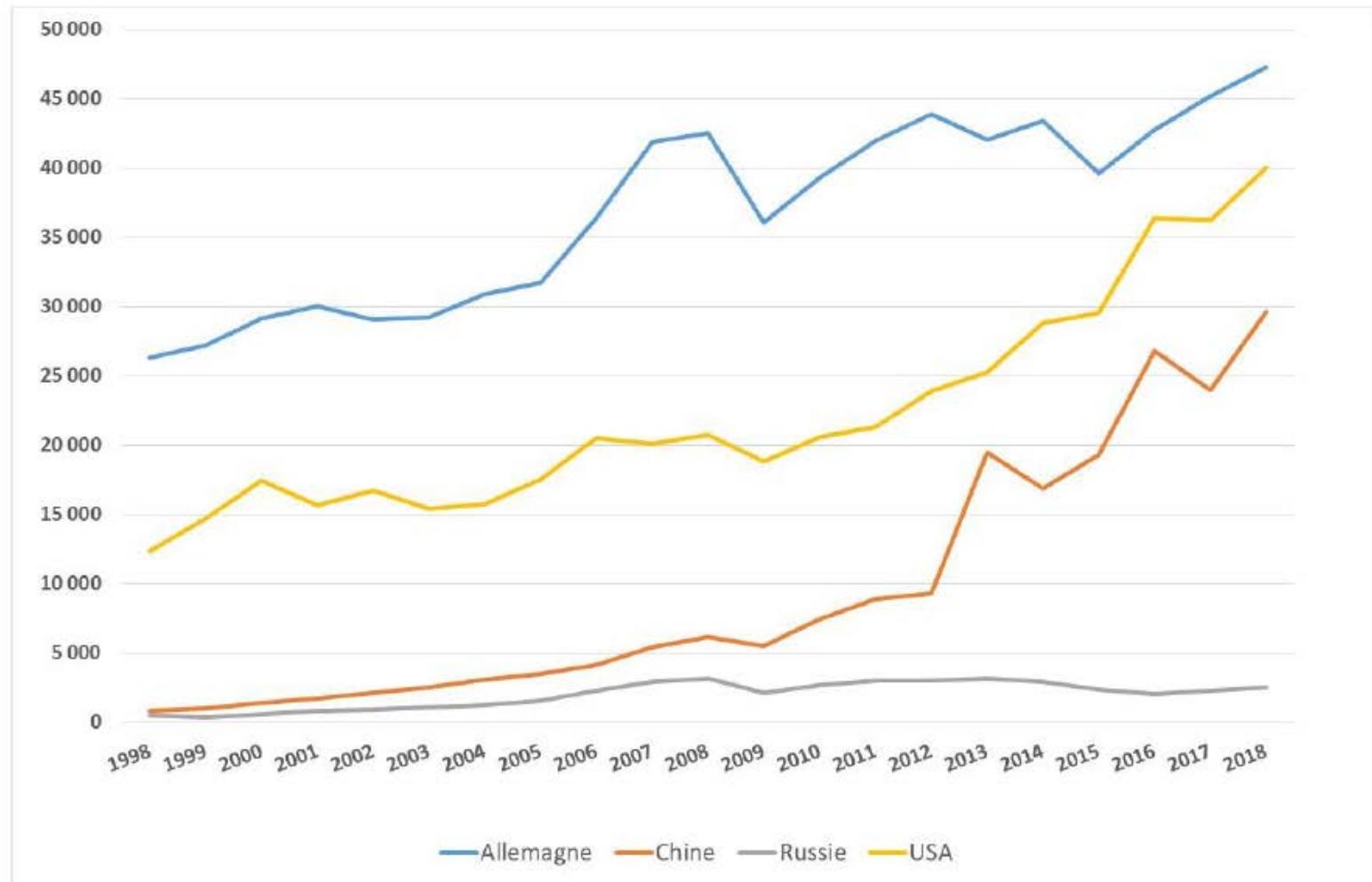


Dynamic markets : intensification of economic exchanges between Switzerland and Eurasian countries

Graphique 1 : Les exportations suisses de 1998 à 2018 : la 3^{ème} place de la Chine (en millions de CHF)

In 2018, **China** was the 3rd most important economic partner in terms of export and the 5th in terms of import.

Other countries like **Indonesia** and **Uzbekistan** are also opening increasingly their markets.



Source : OFS, statistiques commerciales

Dynamic markets: significant presence of Swiss enterprises in China and Russia



Good food, Good life



<https://www.nestle.ch/fr>

[https://fr.wikipedia.org/wiki/Roche_\(entreprise\)](https://fr.wikipedia.org/wiki/Roche_(entreprise))

<https://www.swatchgroup.com/fr/services/archives/2019/swatch-group-chiffres-cles-2018>

<https://www.audemarspiguet.com/fr/>

<https://www.parmigiani.com/fr/>

<https://media.bobst.com/chfr/communiques/details/article/1601880523-bobst-lance-oneinspection-une-offre-complete-de-controle-qualite-pour-toutes-les-industries-de-lemballage/>

<https://www.geberit.ch/accueil/>



You will learn to...

- Analyze the **development potential** of Swiss and foreign companies in the Eurasian market
- Formulate a **development strategy** taking into account available resources and the socio-economic, political and cultural context
- Master the **main specificities**, in terms of legal framework, supply chain and business digitalization
- Implement relevant **intercultural management** and communicate effectively in Business English
- Master the basics of **Mandarin** or **Russian** for initial contacts with business partners



А	Б	В	Г	Д	Е	Ё	Ж	З	И	Й
/a/	/b/	/v/	/g/	/d/	/je/	/jɔ/	/z/	/z/	/i/	/j/
К	Л	М	Н	О	П	Р	С	Т	У	Ф
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Х	Ц	Ч	Ш	Щ	Ь	Ы	Ђ	Э	Ю	Я
/χ/	/ts/	/ts/	/s/	/s/	/i-/	/i/	/n/	/e/	/ju/	/ja/

Discovering other cultures

A two-week block course in Shanghai

Analyzing the Chinese Market



https://www.lexpress.fr/actualite/monde/asie/la-metamorphose-de-shanghai_1628736.html



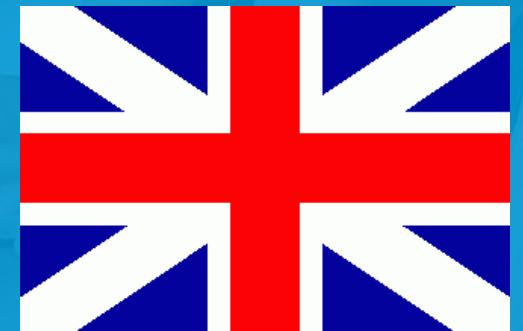
https://en.wikipedia.org/wiki/Shanghai_University

Adventure

Customize the extent of your adventure

- *4 Projects: mandates for real companies, start-ups and/or research projects*
- *1 Master project: in Switzerland or Eurasia*

ENTREPRENEURSHIP MAJOR





Orientation Entrepreneurship

Why ?

- entrepreneurial mindset
- business opportunities
- family business
- dynamic and growing companies
- entrepreneurial employees
- interpersonal competencies
- creative skills
- action-oriented competencies
- internationalization
- intercultural skills

**Entrepreneurship
is more than
creating
start-ups!**





Orientation Entrepreneurship

Our basics

1/Combining theory with project activities

2/Interactive and innovative

3/International approach (program, students & professors)

4/Entrepreneurial Leadership

5/Hands-on projects with Companies & Associations





Orientation Entrepreneurship

What will you learn?

Understand the principles of impactful entrepreneurship

Navigate the entrepreneurial journey from idea to venture

Explore unique business models and action your ideas

Think creatively about contemporary business issues

Develop the art of pitching winning propositions

Unlock the power of persuasion to garner support for ideas

Unleash your entrepreneurial mindset

Evaluate risk and adapt to challenging environments and situations





Orientation Entrepreneurship

Double-Degree opportunity

1 year at HES-SO/HEG Fribourg & 1 year at Swinburne (Australia)

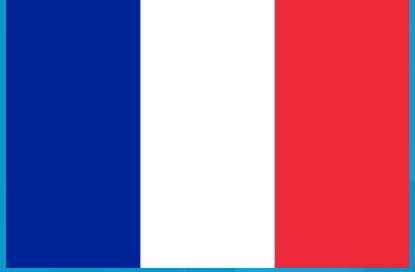


<https://la1ere.francetvinfo.fr/no uvellecaledonie/no uvelle-flambee-covid-19-melbourne-854056.html>



https://en.wikipedia.org/wiki/Swinburne_University_of_Technology





ORIENTATION MANAGEMENT DES Systèmes d'information

Immobilier: c'est la numérisation à tous les étages

La pierre suisse traverse une transformation peu visible mais sans précédent. Les nouvelles technologies vont inciter propriétaires, gérance et locataires à changer de rôle



Baromètre des banques EY 2018

L'attention portée au digital a bondi en une année au sein des banques suisses



Orientation Management des Systèmes d'information (MSI)

Objectifs





Orientation Management des Systèmes d'information (MSI)

Vers une double compétence

Management

- Gestion du changement et des processus
- Gouvernance du SI
- Sécurité des données
- Dimensions éthiques et légales

Compétences techniques

- Urbanisation et intégration
- Veille technologique
- Data mining
- Data Science

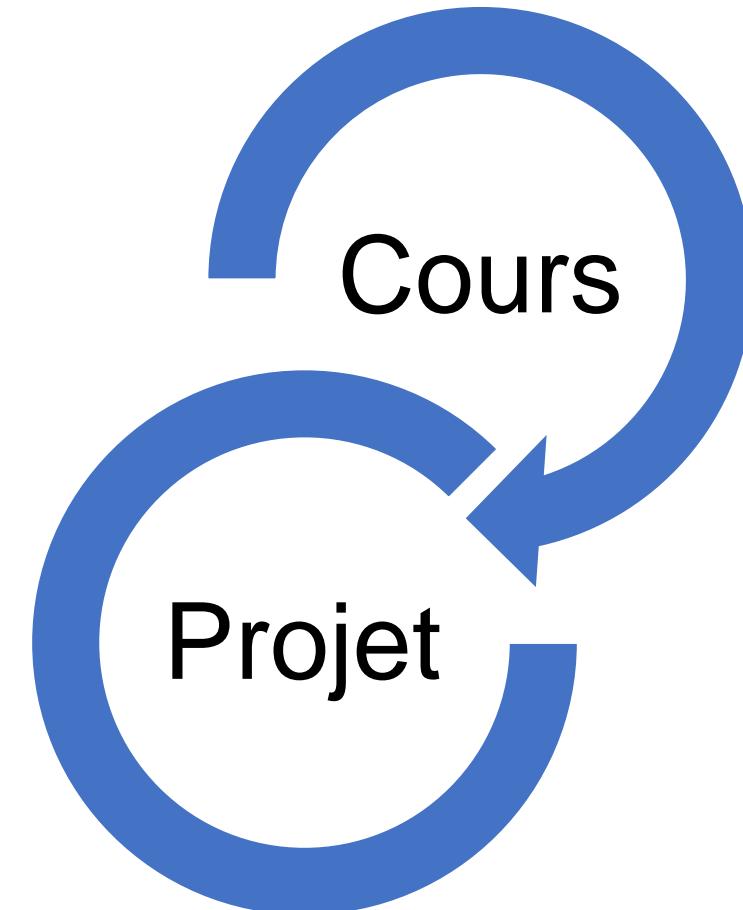




Orientation Management des Systèmes d'information (MSI)

Learning by doing

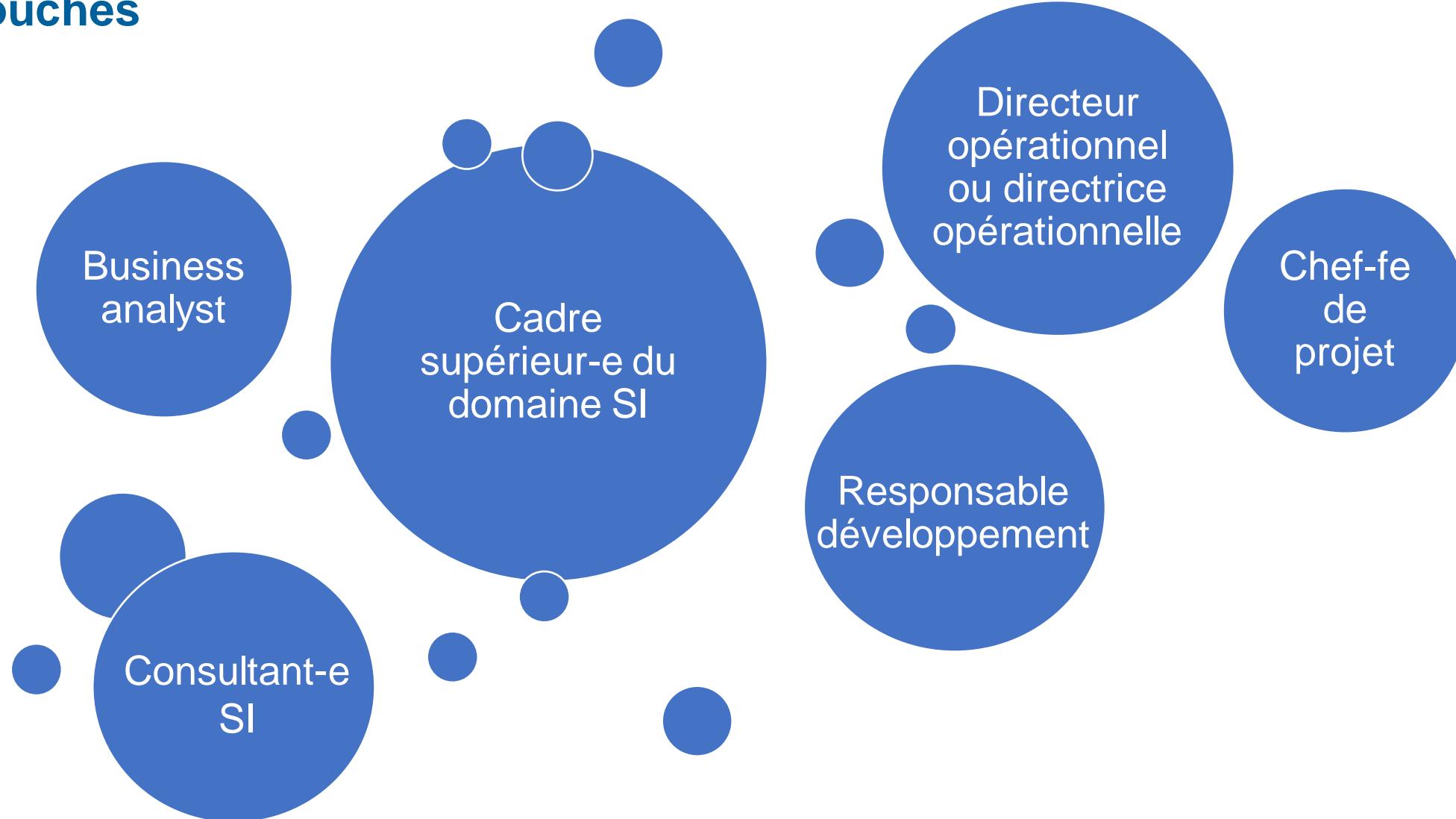
- Chaque module de cours est conjoint à un module de projet
- Professeur-e-s, impliqué-e-s dans la Ra&D, qui coachent votre travail
- Des entreprises externes proposent des projets

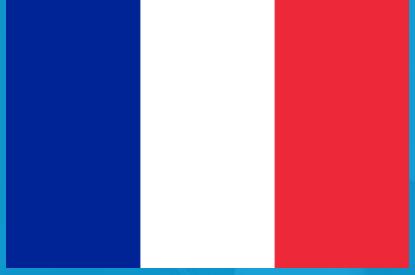




Orientation Management des Systèmes d'information (MSI)

Débouchés





ORIENTATION PROSPECTIVE

Orientation Prospective

Pourquoi une orientation prospective ?

« Modèle mental » dominant
au sein des organisations

Situations compliquées

Précédent, analogie, extrapolation

Probabilités, prédictions

« Récit officiel du futur »

Le monde aujourd’hui

Complexé

Disruptif, incertain

Wicked problems

Situations inédites et
« surprises stratégiques »





Orientation Prospective

Au fait, qu'est-ce-que la prospective ?

Exploration

explicite, structurée et rigoureuse

de multiples futurs possibles

pour éclairer les prises de décision aujourd'hui



Orientation Prospective

Qui fait de la prospective aujourd’hui ?



STRATEGIC FORESIGHT



UNESCO Building peace in the minds of men and women

Futures Literacy About Network The Summit Resources



Foresight

The CMCC observatory
on climate policies and futures



ge.ch

Accueil > Dossiers >

GENÈVE 2050

Site officiel

ÉTAT DE VAUD

AFFICHER LES THÈMES +

[vd.ch](#) > Etat, Droit, Finances > Statistique

Prospective

Hes·so
Master



Orientation Prospective

Pourquoi faire de la prospective dans une organisation ?

EXPLORATION

Permettre la créativité

Apprendre

Générer des idées innovantes

Focaliser ou changer de focus

(Re) cadrer les débats

Générer de l'intelligence stratégique

Nourrir les travaux de veille

Développer et tester des options stratégiques et innovantes

Formuler des plans stratégiques

DECISION

Prendre des décisions





Orientation Prospective

Vos spécificités

Curieux

Qui savent voir
loin, large et
ensemble

Capables d'agir
dans l'incertitude

Qui savent identifier les
bonnes questions avant de
chercher des solutions

Capables d'animer des
conversations stratégiques





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MERCI
DANKE
THANK YOU



Hes-SO

