



Presentation of the Master in Business Administration

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Head ad interim





Open day, 02.12.21

WHY a MSc in Business Administration at the HES-SO

Top 10 skills of 2025

-  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

Type of skill

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

MSc BA at a glance

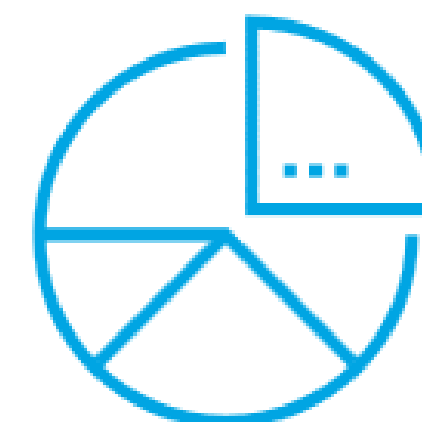


90 ECTS

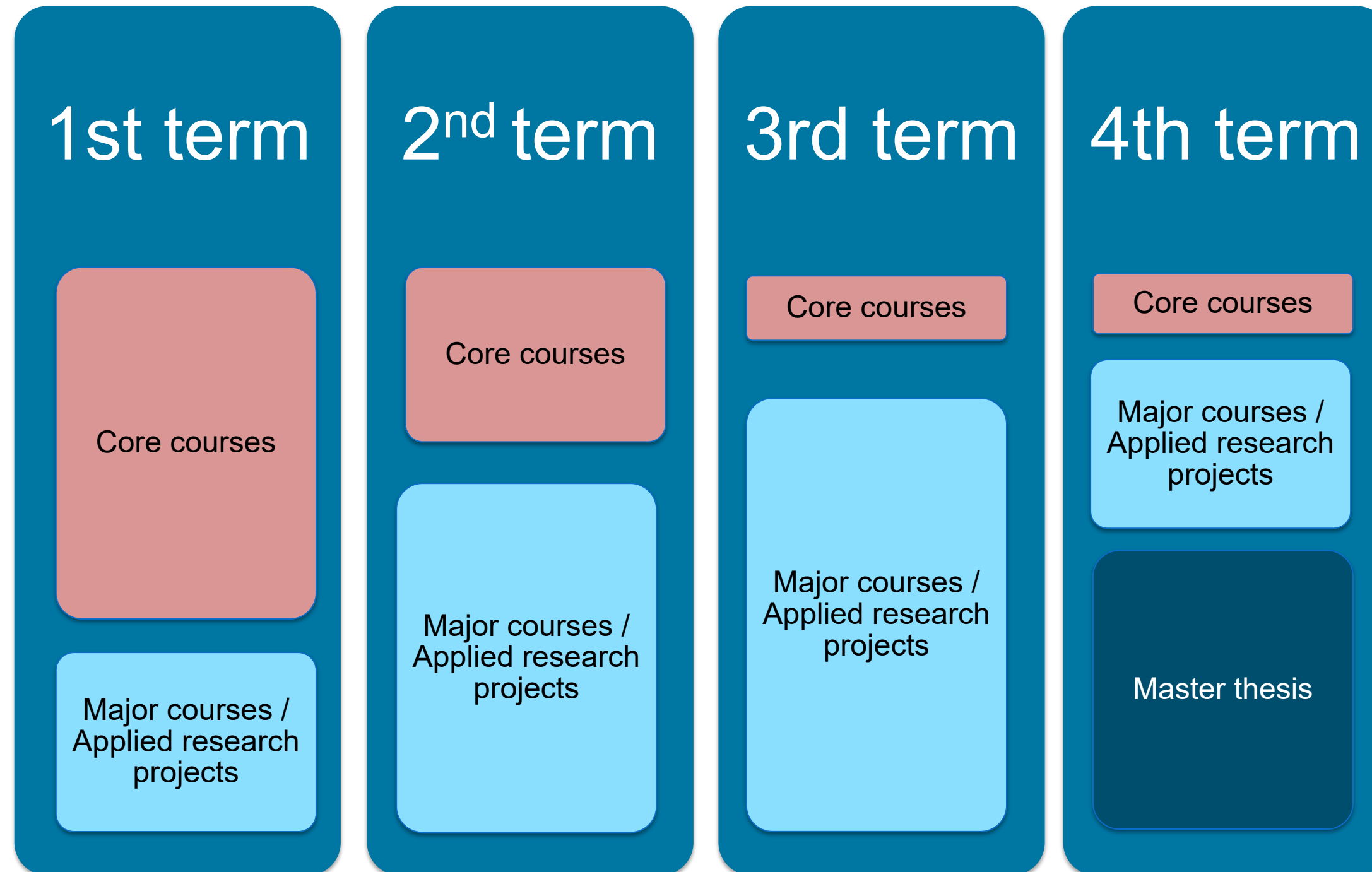
2 ans



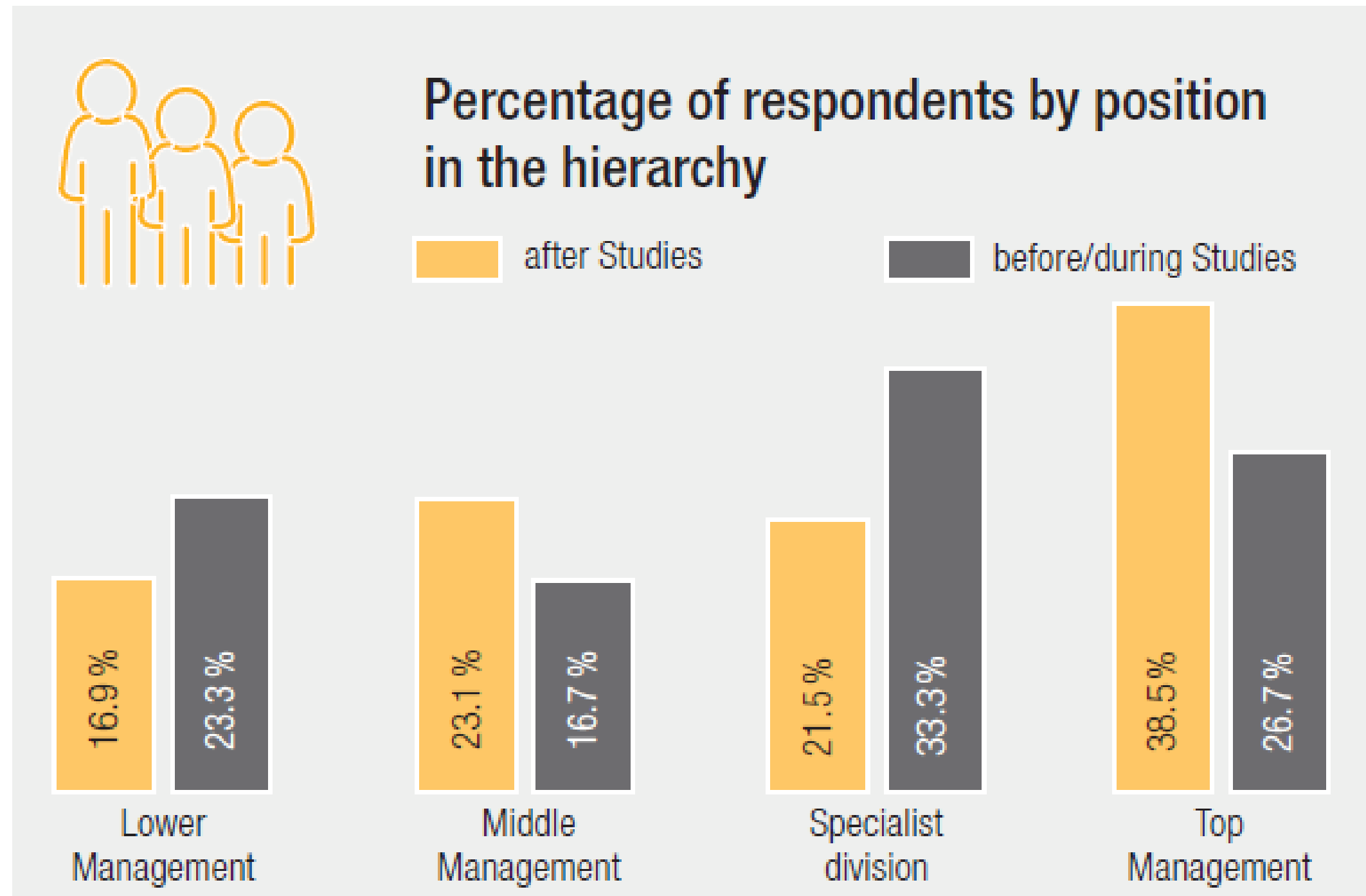
Temps partiel
cours les jeudis, vendredis et samedis matin




Study plan



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


 **Senior Manager**
Ferring Pharmaceuticals
2015 – Present · 3 yrs

 **Team Manager**
Ferring Pharmaceuticals
2012 – 2015 · 3 yrs

 **IT System Analyst / Developer**
Ferring Pharmaceuticals
2006 – 2012 · 6 yrs

 **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
2014 – Present · 4 yrs
Switzerland

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

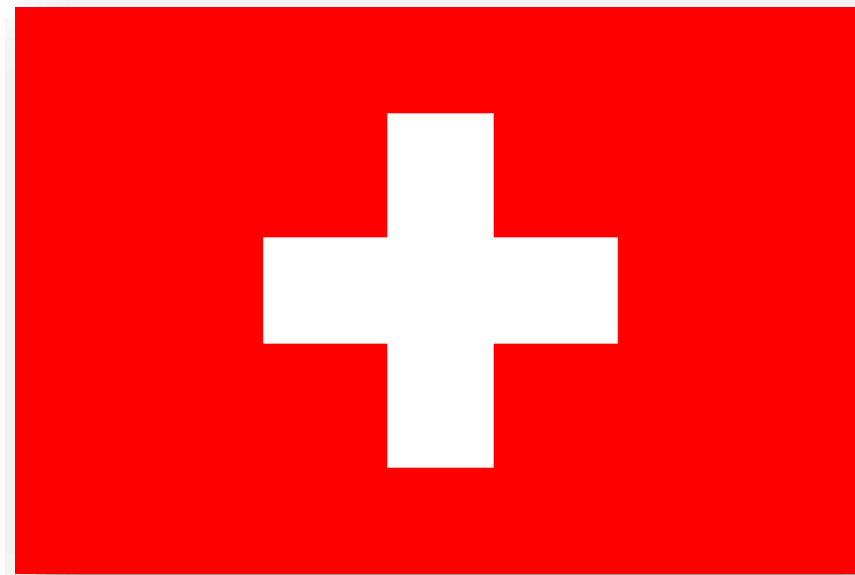


Business in Eurasia Major

NEW

Our objectives

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



Unique in Switzerland at the MSc level

<https://www.britannica.com/topic/flag-of-China>

https://fr.wikipedia.org/wiki/Fichier:Civil_Ensign_of_Switzerland.svg

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

swissuniversities

Hes·so
Master

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



<https://etudiant.lefigaro.fr/orientation/actus-et-conseils/detail/article/le-chinois-un-veritable-atout-professionnel-1754/>



<http://www.idlangues.fr/outils/langues-du-monde/russe.html>

Discovering other cultures

A two-week block course in St.Petersburg

Analyzing the Russian Market



МЕМОРАНДУМ О ВЗАИМОПОНИМАНИИ

между

Санкт Петербургским государственным
университетом (СПбГУ)

и

Университетом прикладных наук Западной
Швейцарии (HES-SO)/ Высшей школой
менеджмента Arc,
(Невшатель, Швейцария)

Настоящий Меморандум заключается
15 июля 2020 года.

MEMORANDUM OF UNDERSTANDING

between

St. Petersburg State University

and

University of Applied Sciences and Arts Western
Switzerland (HES-SO) /
Haute école de gestion Arc
(Neuchâtel, Switzerland)

This Memorandum is made
on 15th of June 2020.

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

Dynamic markets

“Given the current developments in the world economy, China and Russia (the Eurasian Union) become more and more important and already today present a significant share of SUI exports and business relations”.

“A combination of Master in business / economic relations / foreign trade / etc. with the specialisation Eurasia / Russia / China would probably best fit business needs. The course should therefore focus on country specific business issues, relation management and the languages”.

Lars Flottroug

CEO Schneider Groupe



<https://schneider-group.com/en/>



Entrepreneurship major

Orientation Entrepreneurship

Why?

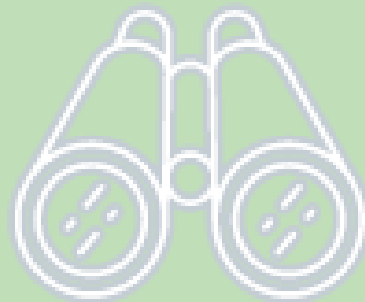
- entrepreneurial mindset
- business opportunities
- family business
- dynamic and growing companies
- entrepreneurial employees
- interpersonal competencies
- creative skills
- action-oriented competencies
- internationalization
- intercultural skills

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

Orientation Entrepreneurship

Developing impactful entrepreneurs

Percentage of respondents by career choice in the future



This illustration is not surprising at all. It shows that the choice of creating an own business is not priority number 1 of our Master Students. This phenomenon is also in line with the GEM, Global Entrepreneurship Monitor, for Switzerland.

12.9%

As a classic employee / manager

32.3%

As a entrepreneur
Career choice in the future

54.8%

As a intrapreneur /
corporate entrepreneur

Orientation Entrepreneurship

Our Basics

Combining theory with project activities

Interactive and innovative

International approach (program, students & professors)

Entrepreneurial Leadership

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

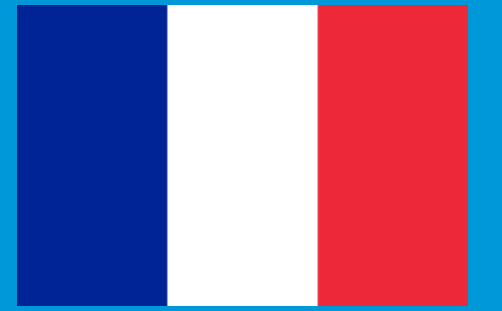
Orientation Entrepreneurship - Double-Degree opportunity

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



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

<https://la1ere.francetvinfo.fr/nouvellecaledonie/nouvelle-flambee-covid-19-melbourne-854056.html>



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

ICTjournal

NEWS

ARTICLES

INTERVIEWS

ÉTUDES

DOSSIERS

ÉTUDES

Baromètre des banques EY 2018

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

digitalswitzerland

ALL POSTS

ALLGEMEIN

EDUCATION & TALENT

INNOVATION ECOSYSTEM

SME

2020, l'année du numérique pour les PME?

By Danièle Castle, digitalswitzerland

4. February 2020

No Comments

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

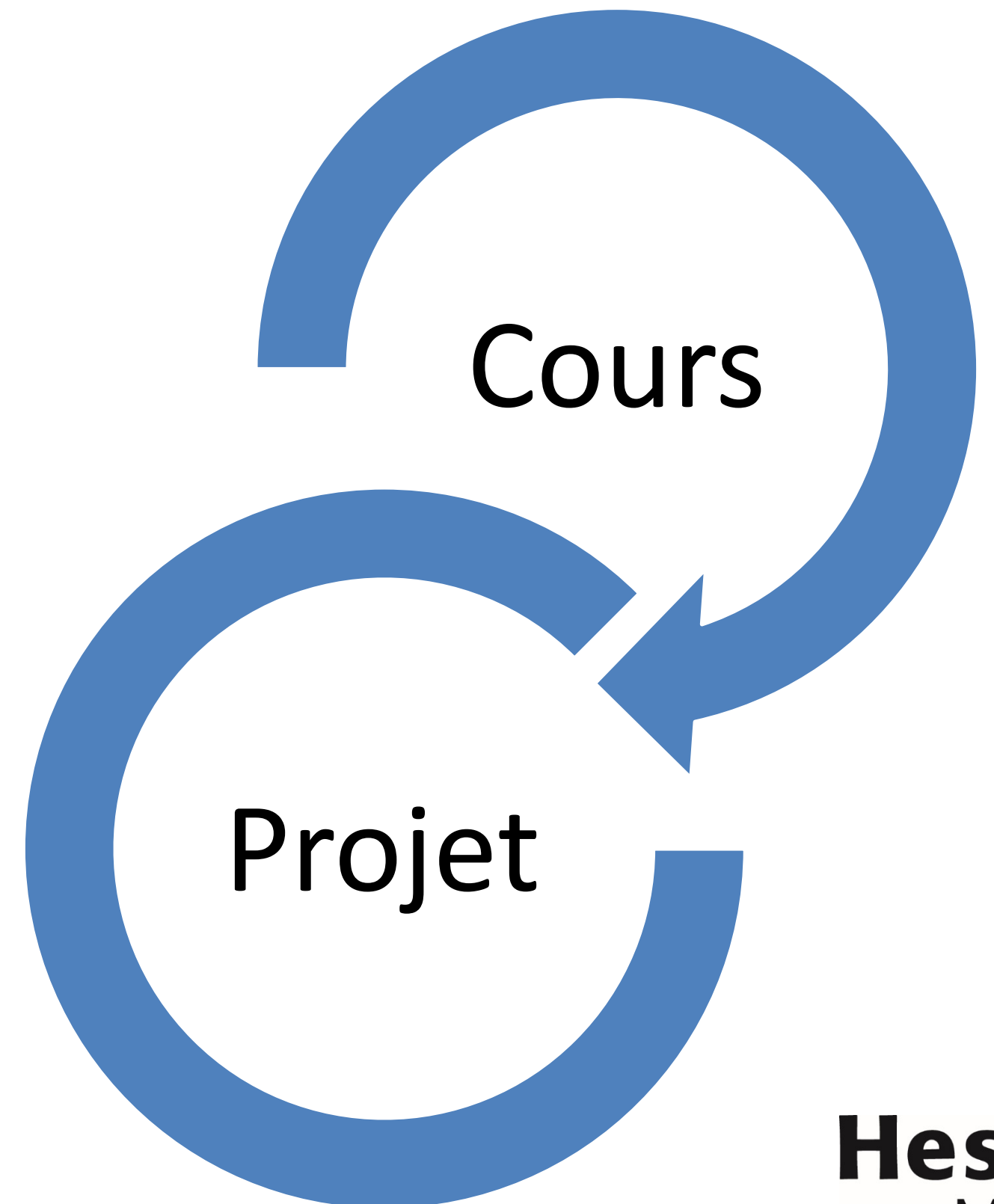
Compétences techniques

- 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

Business
analyst

Cadre supérieur-e
du domaine SI

Directeur
opérationnel
ou directrice
opérationnelle

Chef-fe
de projet

Responsable
développement

Consultant-e
SI



Orientation Prospective

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



ge.ch

Accueil > Dossiers >

GENÈVE 2050

Site officiel

ÉTAT DE VAUD

[AFFICHER LES THÈMES](#) +

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

Prospective

gesda

Geneva Science and Diplomacy Anticipator



Foresight

The CMCC observatory
on climate policies and futures

2050Today

Climate Change is in your hands

Orientation Prospective

Pourquoi une orientation prospective ?

*« Modèle mental » dominant
au sein des organisations*

Le monde aujourd'hui

Situations compliquées

Complexe

Précédent, analogie, extrapolation

Disruptif, incertain

Probabilités, prédictions

Wicked problems

« Récit officiel du futur »

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

Pourquoi faire de la prospective dans une organisation ?

EXPLORATION

Permettre la créativité

Apprendre

Générer des idées innovantes

Focaliser ou changer de focus

DECISION

(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

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

– Head of the MSc BA (back on March 1st, 2022)

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– Head of the Strategic foresight major

Sylvain Weber sylvain.weber@hesge.ch

– Head of the Management of Information Systems major

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Merci, Danke, Thank you