

Presentation of the Master in Business Administration

Raphael GAUDART

Head ad interim

Open day, 02.12.21

WHY a MSc in Business Administration at the HES-SO

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

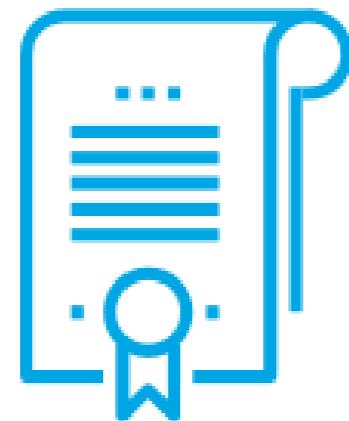


Reasoning, problem-solving and ideation

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

<https://www.weforum.org/agenda/2020/10/top-10-work-skills-of-tomorrow-how-long-it-takes-to-learn-them/>

MSc BA at a glance

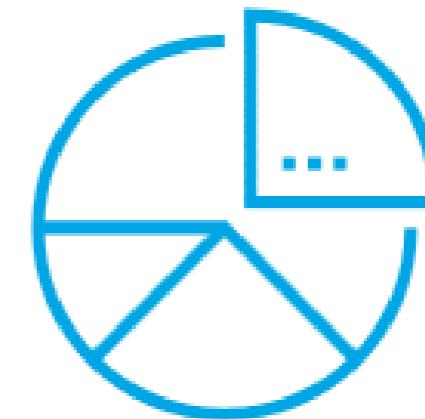


90 ECTS

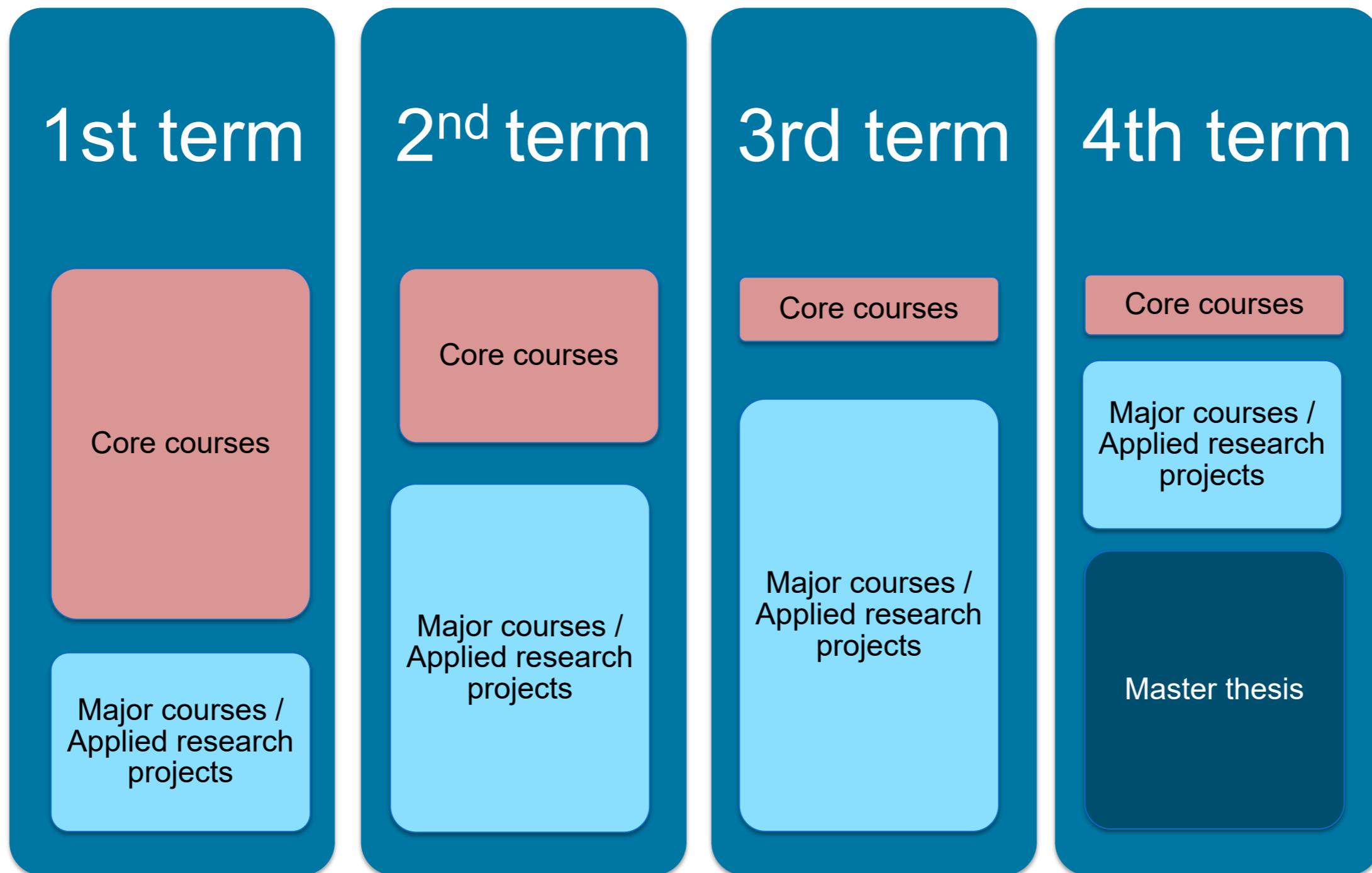
2 ans



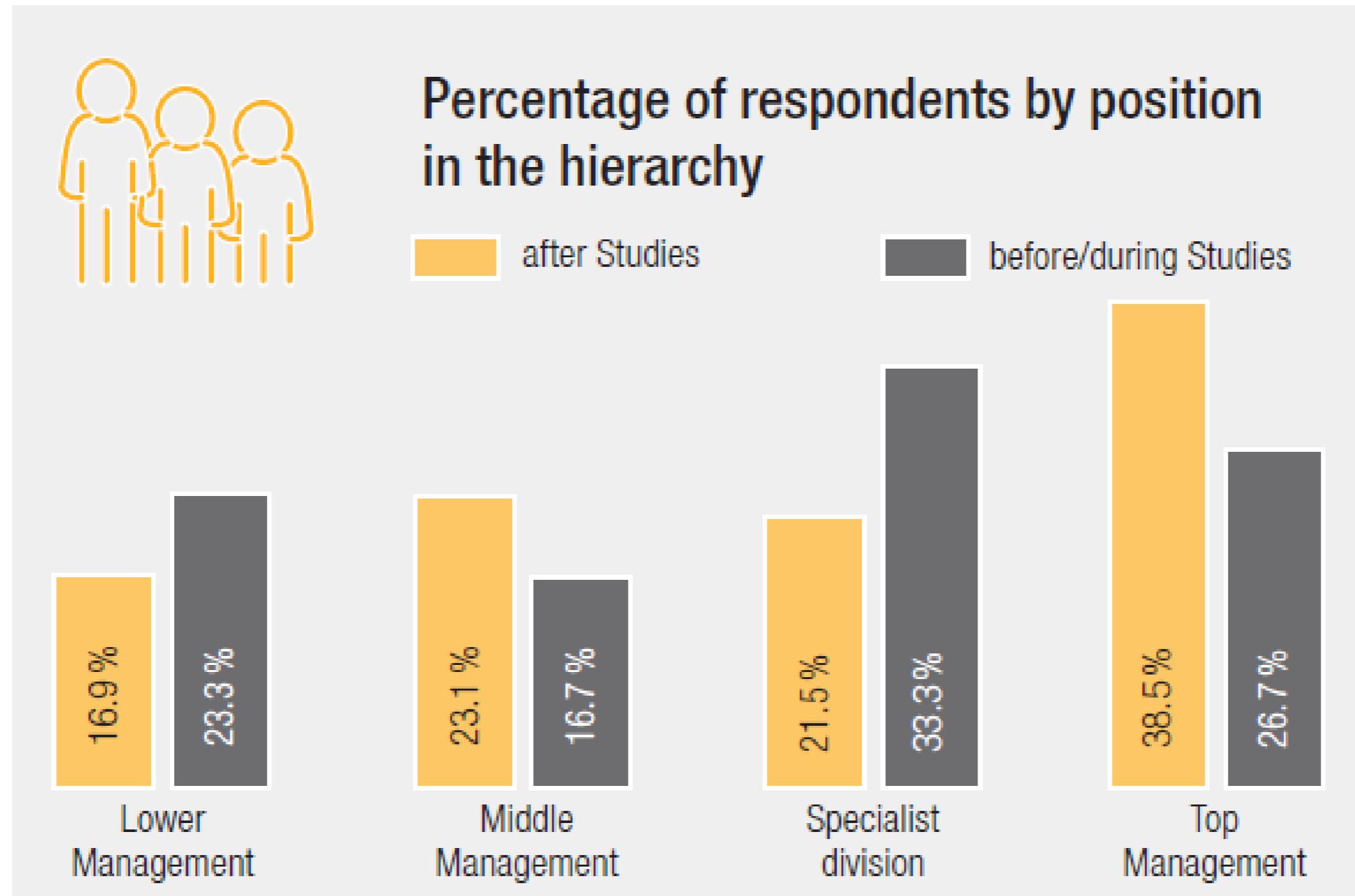
Temps partiel
cours les jeudis, vendredis et samedis matin



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

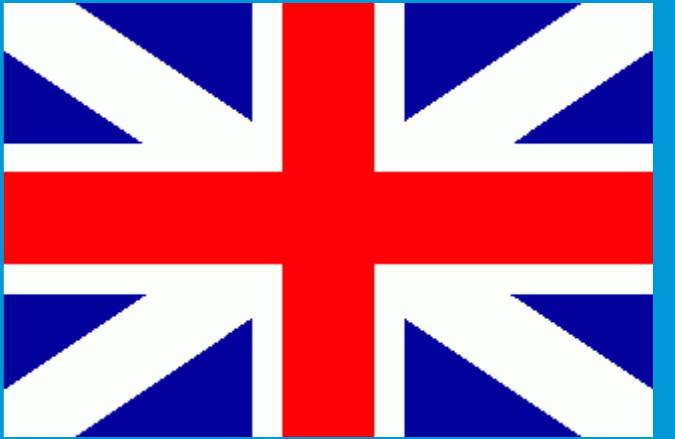
 **IT System Analyst / Developer**
Ferring Pharmaceuticals
2006 – 2012 • 6 yrs

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>

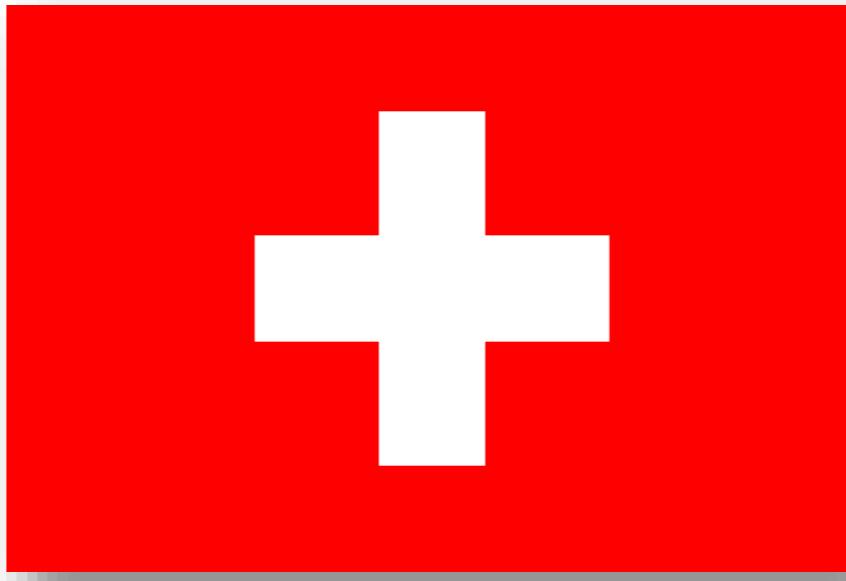


Business in Eurasia Major

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

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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/>

swissuniversitäten

А	Б	В	Г	Д	Е	Ё	Ж	З	И	Й
/a/	/b/	/v/	/g/	/d/	/je/	/jɔ/	/z/	/z/	/i/	/j/
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<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.

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<https://www.holidayme.com/explore/reasons-to-visit-st-petersburg-russia/>

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.

Hes·so
Master

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 Flottrong

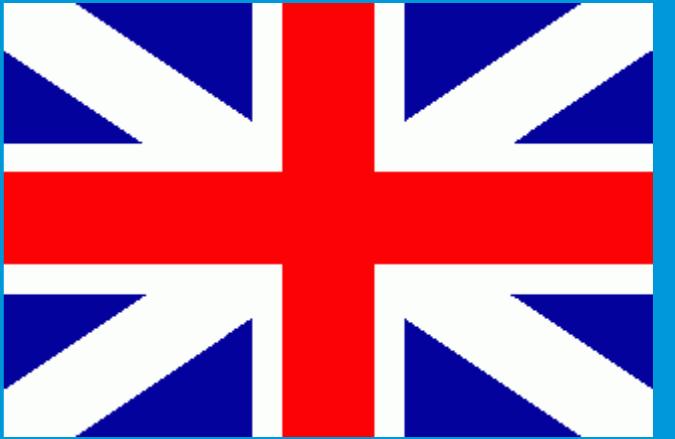
CEO Schneider Groupe

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

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Entrepreneurship major

Orientation Entrepreneurship

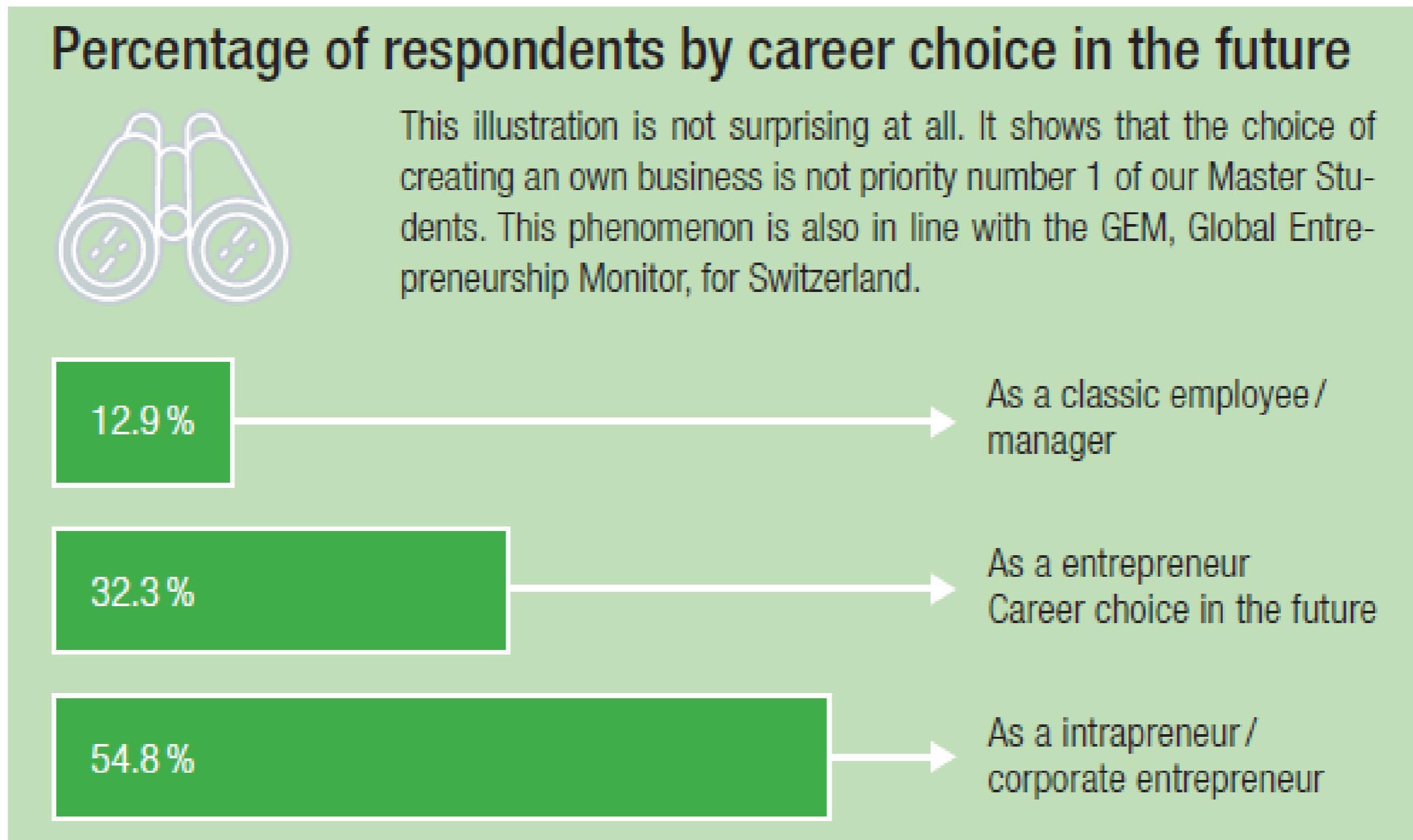
Why?

- 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



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

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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
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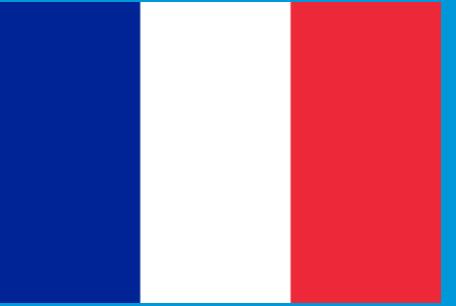
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Orientation Entrepreneurship - Double-Degree opportunity

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



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



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



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

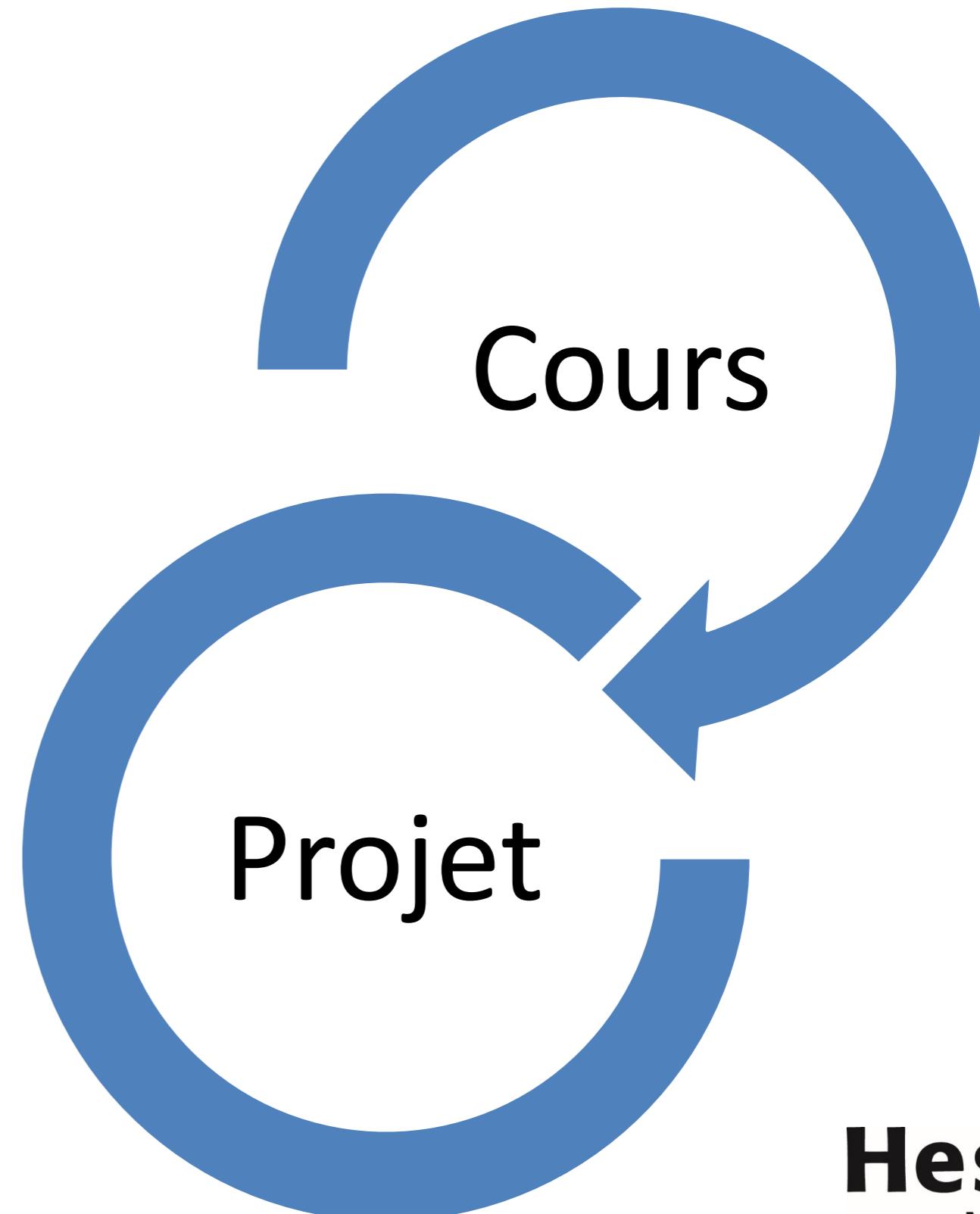
Compétences techniques

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

Orientation Management des Systèmes d'information (MSI)

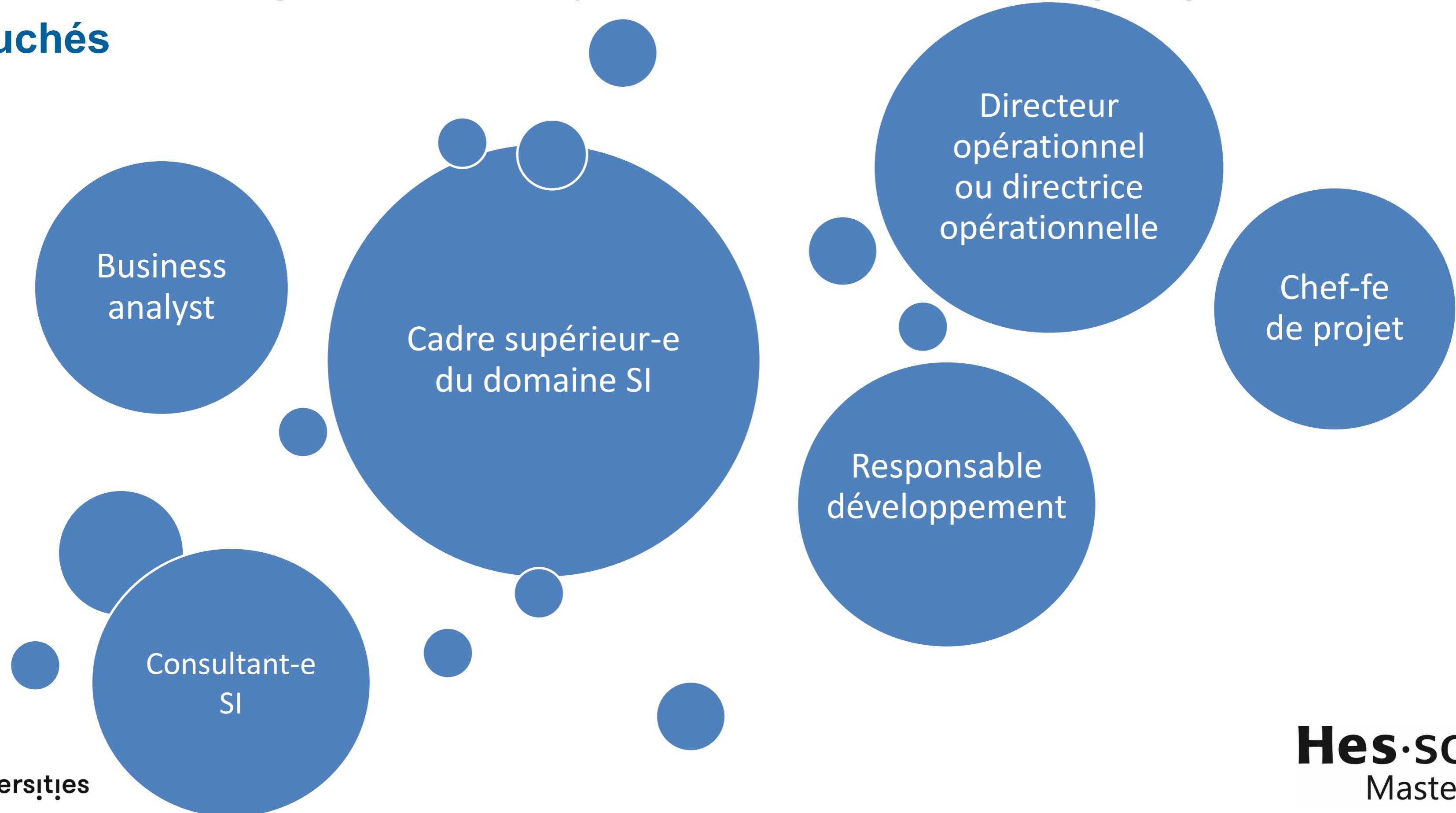
Learning by doing

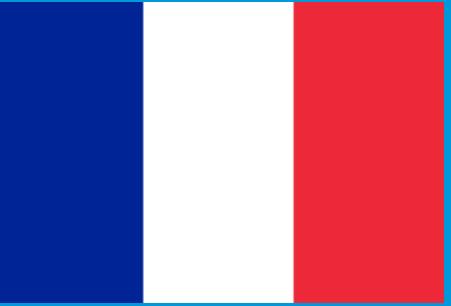
- Chaque module de cours est conjoint à un module de projet
- Professeur-e-s, impliqué-e-s dans la Ra&D, qui coachent votre travail
- Des entreprises externes proposent des projets



Orientation Management des Systèmes d'information (MSI)

Débouchés





Orientation Prospective

Orientation Prospective

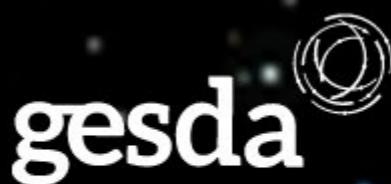
Qui fait de la prospective aujourd'hui ?



STRATEGIC FORESIGHT

UNESCO Building peace in the minds of men and women

Futures Literacy About Network The Summit Resources



Geneva Science and Diplomacy Anticipator



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ge.ch

Accueil > Dossiers >

GENÈVE 2050

Site officiel

ÉTAT DE VAUD

AFFICHER LES THÈMES +

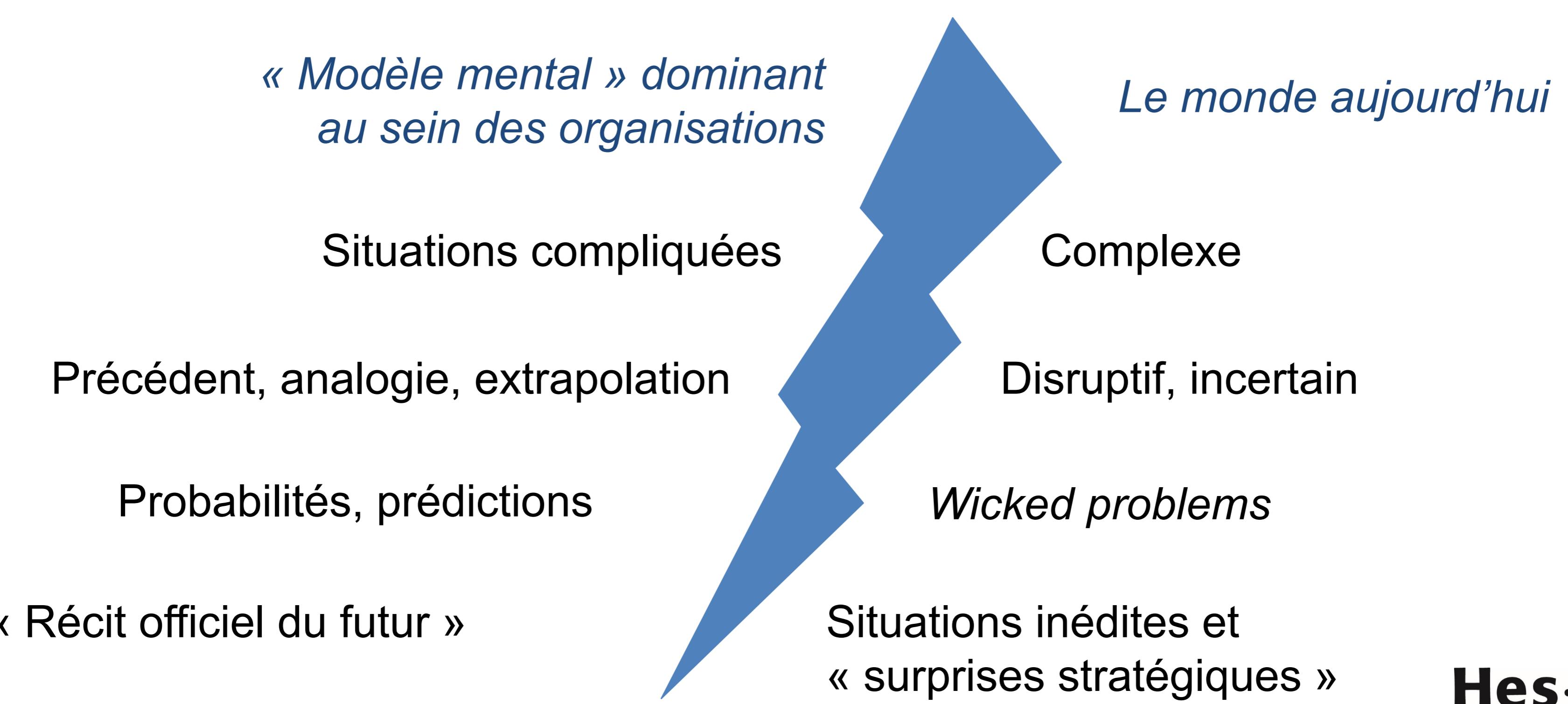
[vd.ch](#) > [Etat, Droit, Finances](#) > [Statistique](#)

Prospective

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Orientation Prospective

Pourquoi une orientation prospective ?



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 ?

-
- The diagram illustrates the relationship between two phases: EXPLORATION and DECISION. The EXPLORATION phase is represented by a blue vertical bar on the left, containing a list of outcomes. The DECISION phase is represented by a blue vertical bar on the right, containing a list of outcomes. A red arrow points from the bottom of the EXPLORATION bar to the top of the DECISION bar, indicating a flow or connection between them.
- 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
 - DECISION
 - Développer et tester des options stratégiques et innovantes
 - Formuler des plans stratégiques
 - Prendre des décisions

Orientation Prospective

Vos spécificités

Curieux

Qui savent identifier les bonnes questions avant de chercher des solutions

Qui savent voir loin, large et ensemble

Capables d'agir dans l'incertitude

Capables d'animer des conversations stratégiques

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

Camille Magron, camille.magron@hes-so.ch



- Head of the Strategic foresight major

Sylvain Weber sylvain.weber@hesge.ch



- Head of the Management of Information Systems major

Maria Sokhn maria.sokhn@hes-so.ch



- Head of the Entrepreneurship major

- Head of the MSc BA, ad interim (until March 1st, 2022)

Raphaël Gaudart raphael.gaudart@hefr.ch



- Head of the Business in Eurasia major

Lukas Baschung lukas.baschung@he-arc.ch



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Merci, Danke, Thank you