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Haute école de gestion
Genève

**International Business Management
Presentation to AGAB/ASOU Colloquium 2022-06-15
Nicolas Montandon**



THE SWISS UNIVERSITY SYSTEM

2

Federal polytechnics
(EPF)

10

Cantonal universities

8

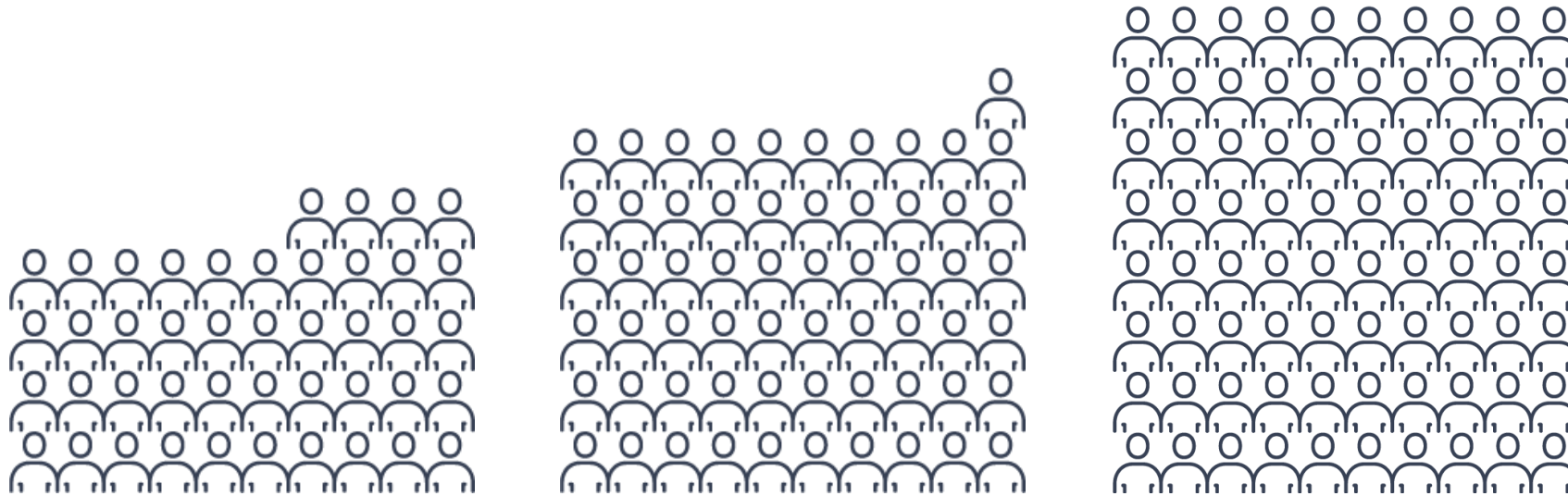
Universities of Applied Sciences & Arts
(HES)

Universities of applied science (HES)

- 1 Higher education oriented towards professional practice and applied research · Euro-compatible degrees: Bachelors (3 years) and Masters (2 years)
- 2 Curriculum designed to train tomorrow's professionals · Employability rate > 96

GROWING NUMBER OF STUDENTS

UNIVERSITIES OF APPLIED SCIENCE & ARTS (HES)



2005

44'000

2010

61'000

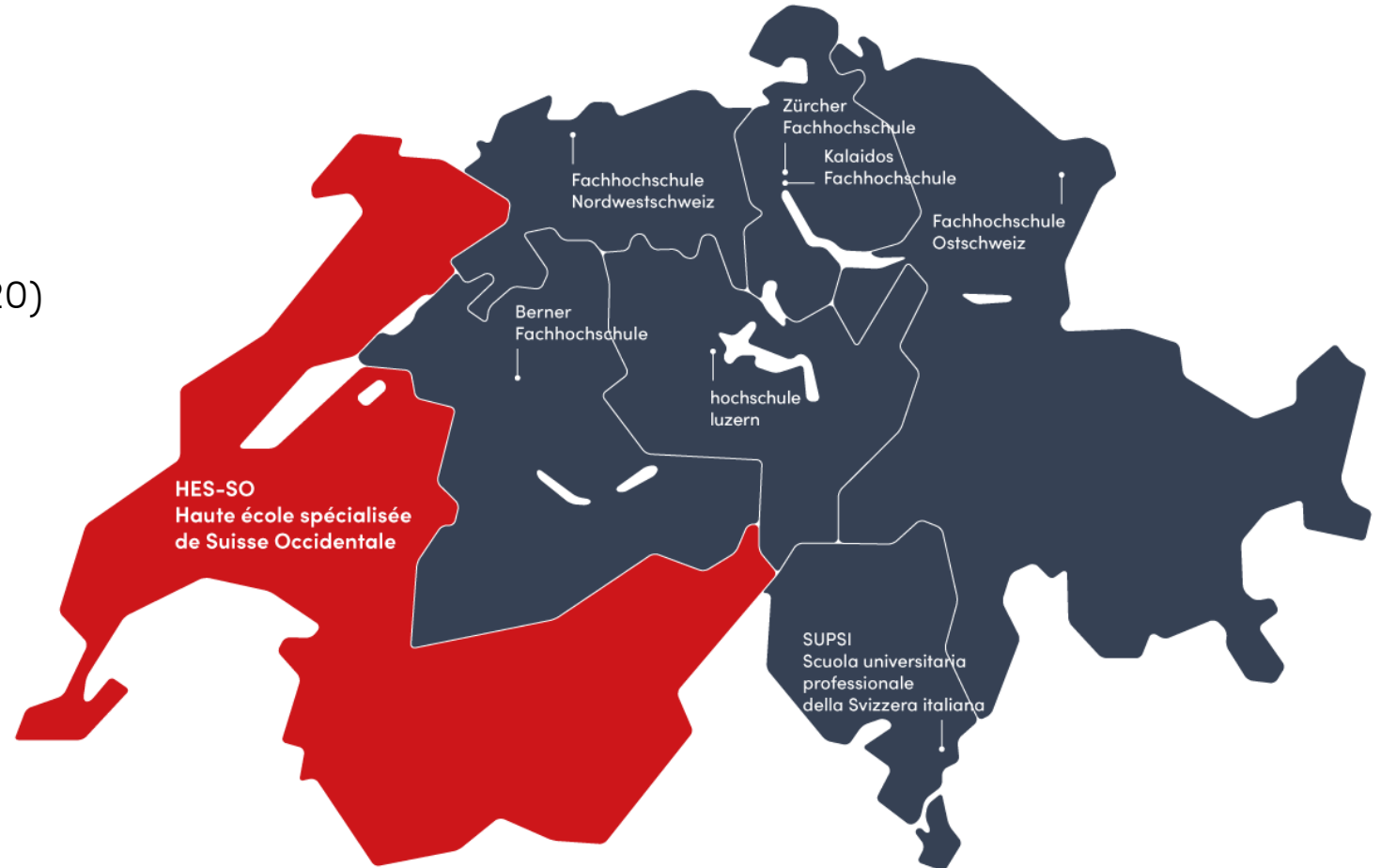
2019

80'000

HES-SO

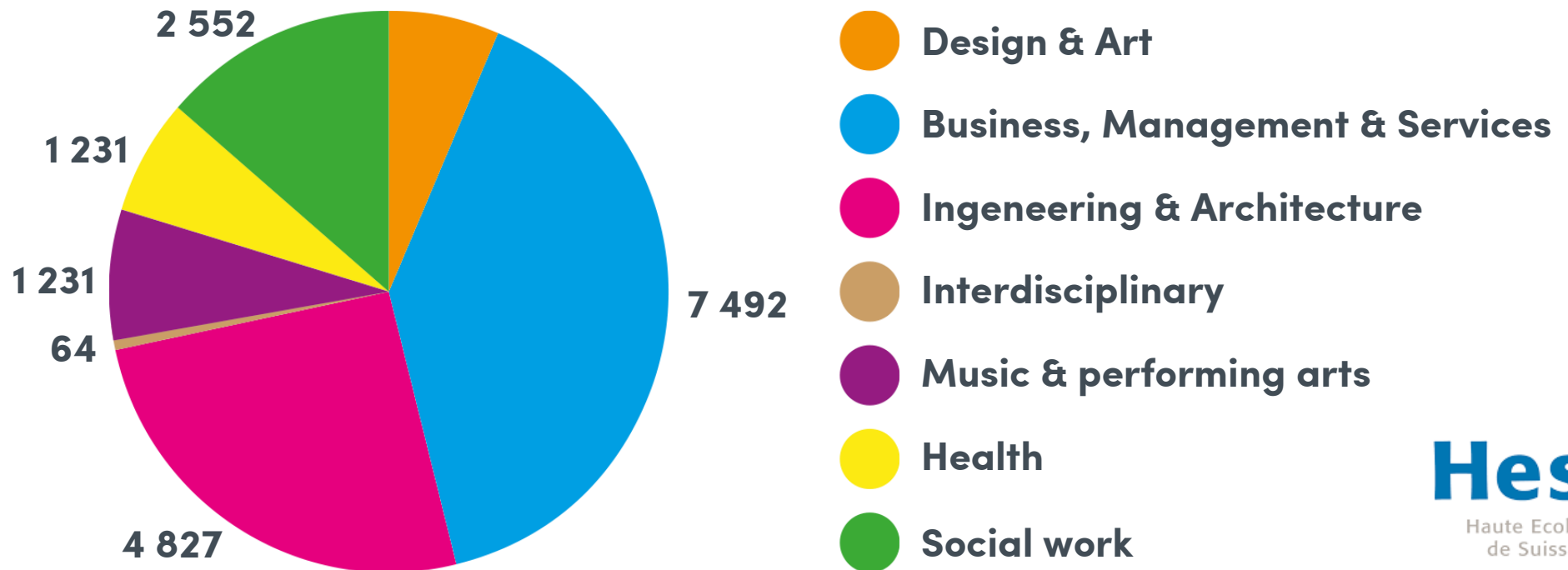
University of Applied Sciences, Western Switzerland

- 21'500 students (2020)
- 28 schools
- 6 fields of study



HES-SO Fields of Study

Numbers as of Oct. 2020



Hes·SO

Haute Ecole Spécialisée
de Suisse occidentale

Fachhochschule Westschweiz

University of Applied Sciences and Arts
Western Switzerland

HES-SO Geneva

- 6'500 students
- 6 fields
 - Engineering and Architecture
 - Business, Management and Services
 - Design and Visual Arts
 - Music and performing arts
 - Health
 - Social Work
- 28 Bachelor's programmes (including orientations); 20 Masters programmes; 600+ international agreements

The schools of the HES-SO Geneva

HEPIA

Haute école du paysage, d'ingénierie
et d'architecture

HEG

Haute école de gestion

HEAD

Haute école d'art et de design

HEM

Haute école de musique

HEdS

Haute école de santé

HETS

Haute école de travail social

HEG Genève

Geneva School of Business Administration



4 programs in the Business, Management & Services field

ID

Information Science

IG

Informatique de Gestion

IBM**International Business Management****EE**

Economie d'Entreprise

Academic year 2021

1'717 students

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799

Economie d'entreprise

481

International Business
Management

162

Information Science

275

Business Computing



Academic year 2021

International exchanges

61
IN

42
OUT

over 150
Partner universities



International Business Management

A woman with blonde hair, wearing a light-colored striped button-down shirt, is seated at a desk in a bright, modern office. She is looking at a silver Acer laptop with her hands raised as if gesturing or explaining something. In the background, another woman with dark hair, wearing a black tank top, is also working at a desk. A small, patterned bag with a peacock design is on the desk next to the laptop. The scene is lit with natural light from a window, creating a professional and collaborative atmosphere.

GENEVA: INTERNATIONAL HUB

International PEOPLE



- 41% non-Swiss
- 30% university diploma

International CORPORATIONS



- 37 International Organisations
- ~400 NGO
- 130 multinationals

International ACTIVITIES



- 80% of SMEs
- High Value export activities

UNIQUE IN WESTERN SWITZERLAND



Bachelor

International Business Management

- Swiss-grade education, **100% taught in English**
- Focus on **international management** in **multicultural environment**
- Combines **regional dimension** and **international mindset**

OUR MISSION

- Educate responsible leaders & entrepreneurs ready to face 21st century challenges in a globalized economy.
- Mix of know-how & people skills, immediately applicable.

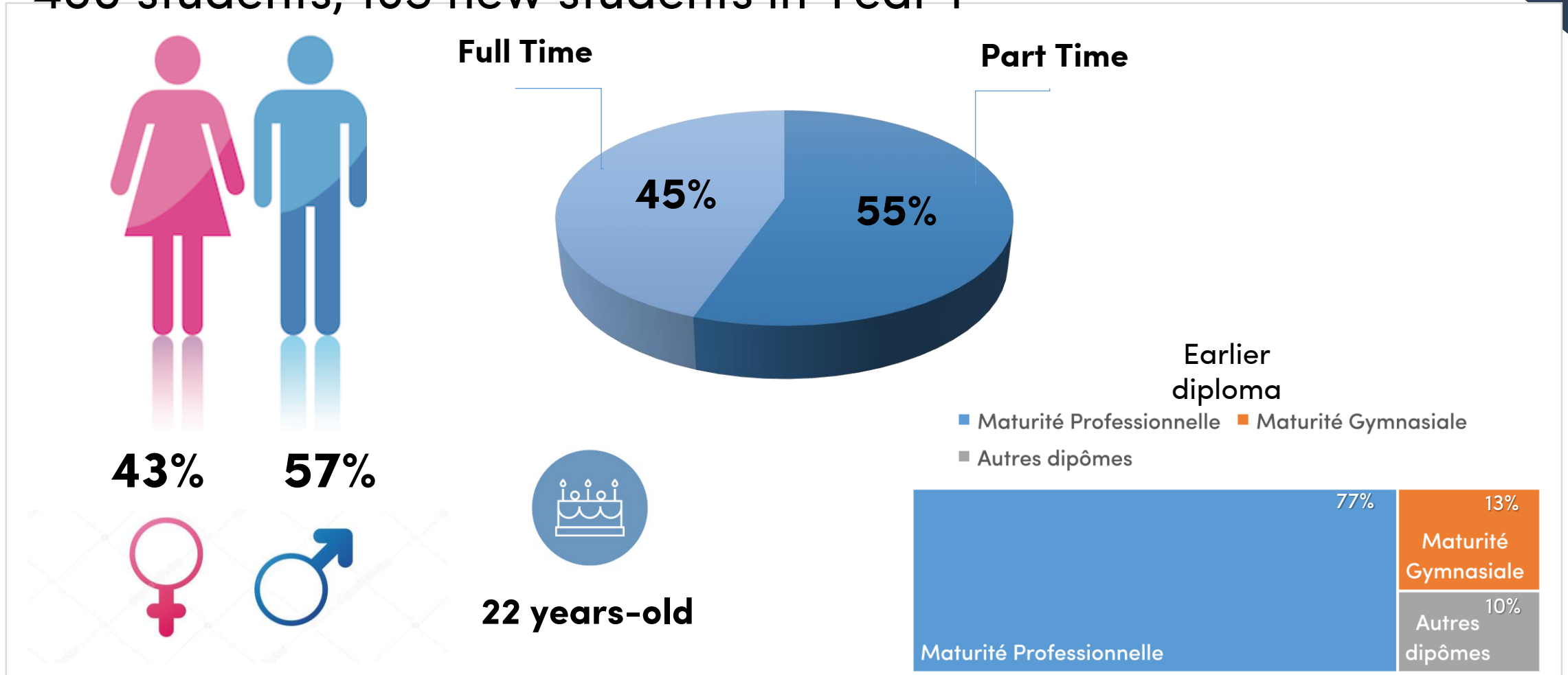
IBM Students

15.06.2022



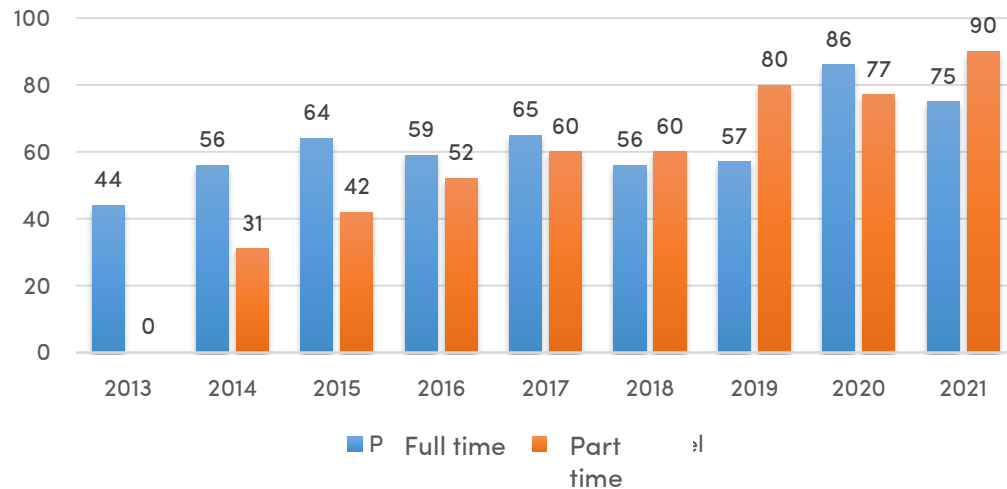
IBM students in a snapshot

480 students, 165 new students in Year 1

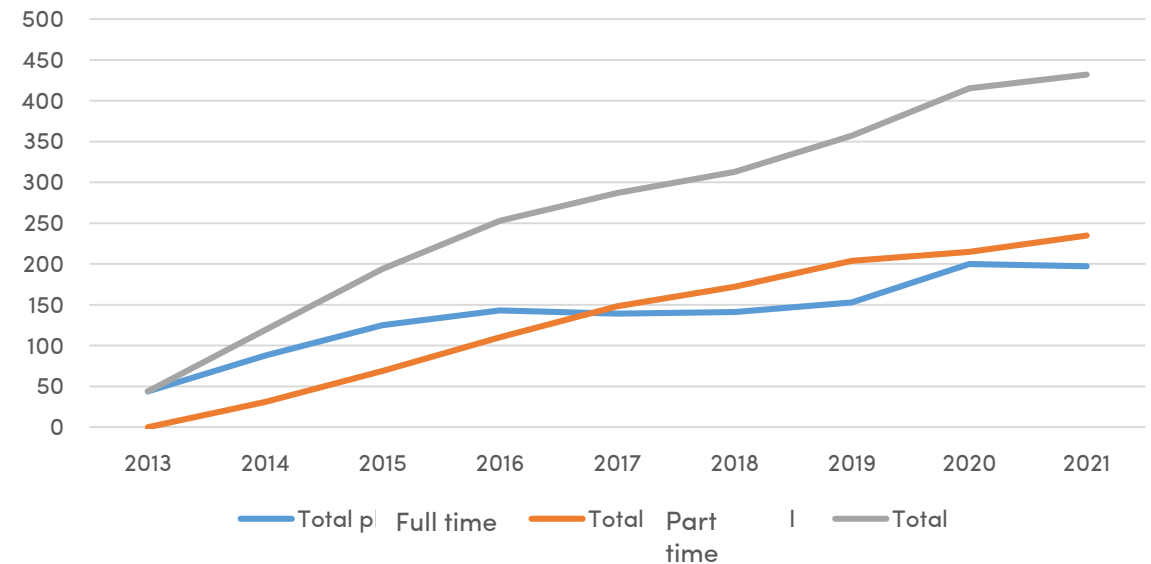


Number of students 2013-2021

First year students registered in Bachelor HES-SO IBM
2013-2021



Total student number registered in IBM



HESSO report 15.10.2021

Students' expectations

- Expectations of competencies to develop during the training program:
- Develop my technical skills 41%
- Learn a robust methodology 22%
- Open my mind 19%
- Build my professional attitude 17%



Source: Observatoire des Métiers, volée 2019-2021, Juin 2021

Students expectations

■ Type of organization where you would like to work in the future:

- Private company 92%
- Self-employed 84%
- Public services/administration 62%
- Non-governmental organisations 81%



Source: Observatoire des Métiers, volée 2019-2021, Juin 2021

Students expectations

- Choice of location for your future job:
- Geneva area 36%
- Switzerland 41%
- Outside of Switzerland 27%



Source: Observatoire des Métiers, volée 2019-2021, Juin 2021

Good candidates

- Maturité professionnelle
- Maturité gymnasiale + 1 year work experience
- Strong English Skills (C1)
- Relevant experience – both culturally and technically

IBM Faculty



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IBM Faculty

- Permanent Faculty ~ 20 people
 - Professors & Researchers
 - Full-time & part-time Teachers
 - Lecturers

- External lecturers ~ 70 people
 - Professionals in activity
 - Practitioners, experts in their field

BACHELOR HES

**International
Business
Management**



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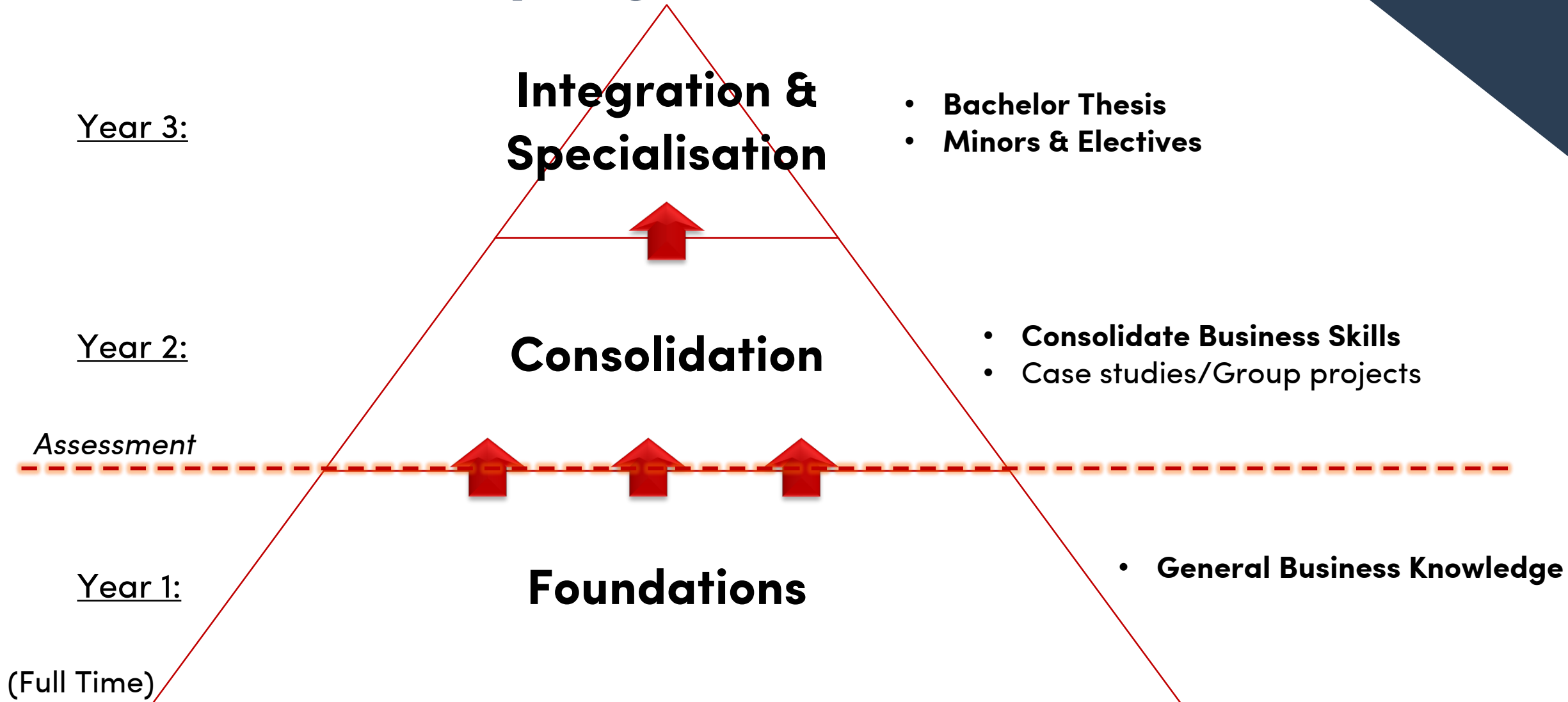
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Two options: Full Time or Part Time

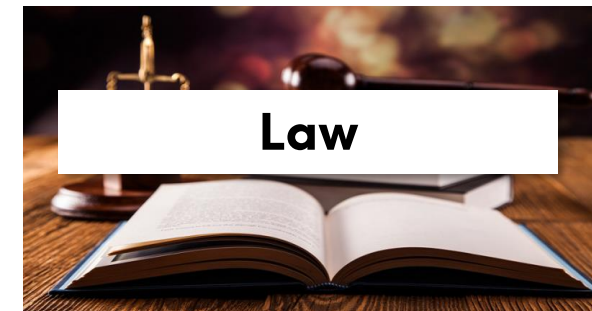
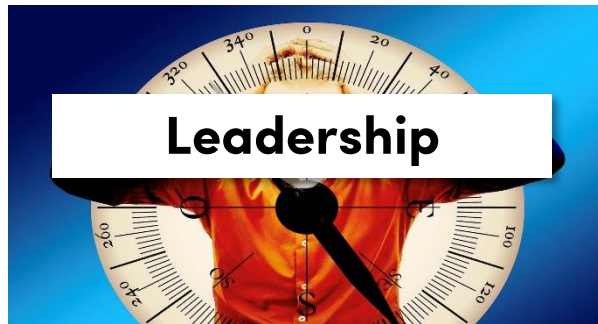
**Full-time
program
3 years**

**Part-time
program
4 years**

IBM Bachelor program



IBM study plan: subject areas



IBM study plan (Full Time)

	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
General Management	✓ 8	✓ 8	✓ 8	✓ 8	✓ 10	
Accounting & Finance	✓ 8	✓ 8	✓ 4		Minor & Electives (35) ✓	
Marketing & Communication	✓ 6	✓ 8				
Leadership	✓ 6		✓ 6			
Economics	✓ 8	✓ 10			Bachelor Thesis (12) ✓	
Law	✓ 5		✓ 4			
Business Tools	✓ 11					
Languages	✓ 8	✓ 8	✓ 3			
		60		60		60

Final year specialization (21-22)

**Commodity
Trading**

**International
economics &
emerging markets**

Business Decision

**Management of
Innovation**

**Marketing
Analytics**

BSc IBM with a Minor in

Minor Commodity Trading	+
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Minor International Economics and Emerging Markets	+
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Minor Business Decision	+
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Minor Management of Innovation	+
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Minor Marketing Analytics	+
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Minor Commodity Trading

Fall semester

- [31006 Finance for International Business](#)
- [31011 Commodity Trading Front office](#)
- [31012 Commodity Trading Physical Operations I](#)
- [31015 The Energy Transition](#)
- [31016 Trade & Commodity Finance](#)
- [31039 Digital Tools and Machine Learning Applications](#)
- [EE- Trading des produits dérivés sur matières premières](#)

Spring semester

- [31013 Commodity Trading Middle Office](#)
- [31014 Commodity Trading Physical Operations II](#)
- [31017 Shipping](#)
- [31018 International Risk Management](#)

Minor International Economics and Emerging Markets

Fall semester

- [31005 Mergers & Acquisitions in Corporate Finance](#)
- [31021 Globalization & Emerging Economies](#)
- [31022 International Trade & Emerging Markets](#)
- [31025 Applied Economics](#)
- [31026 Advanced Business Law](#)

Spring semester

- [31007 Societal Entrepreneurship & Sustainable Management](#)
- [31023 International Finance & Emerging Markets](#)
- [31024 Small Business Internationalization & Emerging Markets](#)
- [31037 Economics of Innovation & Intellectual Property](#)

Minor Business Decision

Fall semester

- [31001 Design Thinking & Creativity](#)
- [31002 Business Agility](#)
- [31005 Mergers & Acquisitions in Corporate Finance](#)
- [31006 Finance for International Business](#)
- [31025 Applied Economics](#)
- [31026 Advanced Business Law](#)
- [31034 E-entrepreneurship](#)

Spring semester

- [31003 Data Analysis & Forecasting](#)
- [31004 Applied Business Analysis & Problem Solving](#)
- [31007 Societal Entrepreneurship & Sustainable Management](#)
- [31018 International Risk Management](#)

Minor Management of Innovation

Fall semester

- [31001 Design Thinking & Creativity](#)
- [31031 Business Model Innovation](#)
- [31034 E-entrepreneurship](#)
- [31038 Entrepreneurial Finance](#)
- [31039 Digital Tools and Machine Learning Applications](#)

Spring semester

- [31032 Managing Value Chain Transformation](#)
- [31033 Business Analytics](#)
- [31037 Economics of Innovation & Intellectual Property](#)
- [31040 Corporate Social Innovation](#)
- [EE - Fintech](#)

Minor Marketing Analytics

Fall semester

- [31001 Design Thinking & Creativity](#)
- [31041 Consumer Science & Analytics](#)
- [31042 Brand Management](#)
- [31043 Advanced International Marketing & Sales](#)
- [31044 E-business & Social Media](#)
- [31046 Content Creation](#)

Spring semester

- [31003 Data Analysis & Forecasting](#)
- [31027 Humanitarian Communication](#)
- [31033 Business Analytics](#)
- [31045 Digital Marketing](#)

Individual electives (without choice of a minor)

Fall semester

- [31001 Design Thinking & Creativity](#)
- [31002 Business Agility](#)
- [31005 Mergers & Acquisitions in Corporate Finance](#)
- [31006 Finance for International Business](#)
- [31011 Commodity Trading Front office](#)
- [31012 Commodity Trading Physical Operations I](#)
- [31015 The Energy Transition](#)
- [31016 Trade & Commodity Finance](#)
- [31021 Globalization & Emerging Economies](#)
- [31022 International Trade & Emerging Markets](#)
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- [31042 Brand Management](#)
- [31043 Advanced International Marketing & Sales](#)
- [31044 E-business & Social Media](#)
- [31046 Content Creation](#)

Spring semester

- [31003 Data Analysis & Forecasting](#)
- [31004 Applied Business Analysis & Problem Solving](#)
- [31007 Societal Entrepreneurship & Sustainable Management](#)
- [31013 Commodity Trading Middle Office](#)
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Focus on presential teaching

Building experience

ce

Learning business has both to do with learning about business (concepts, tools) and trying to understand other's experience of business.



IBM Job market integration

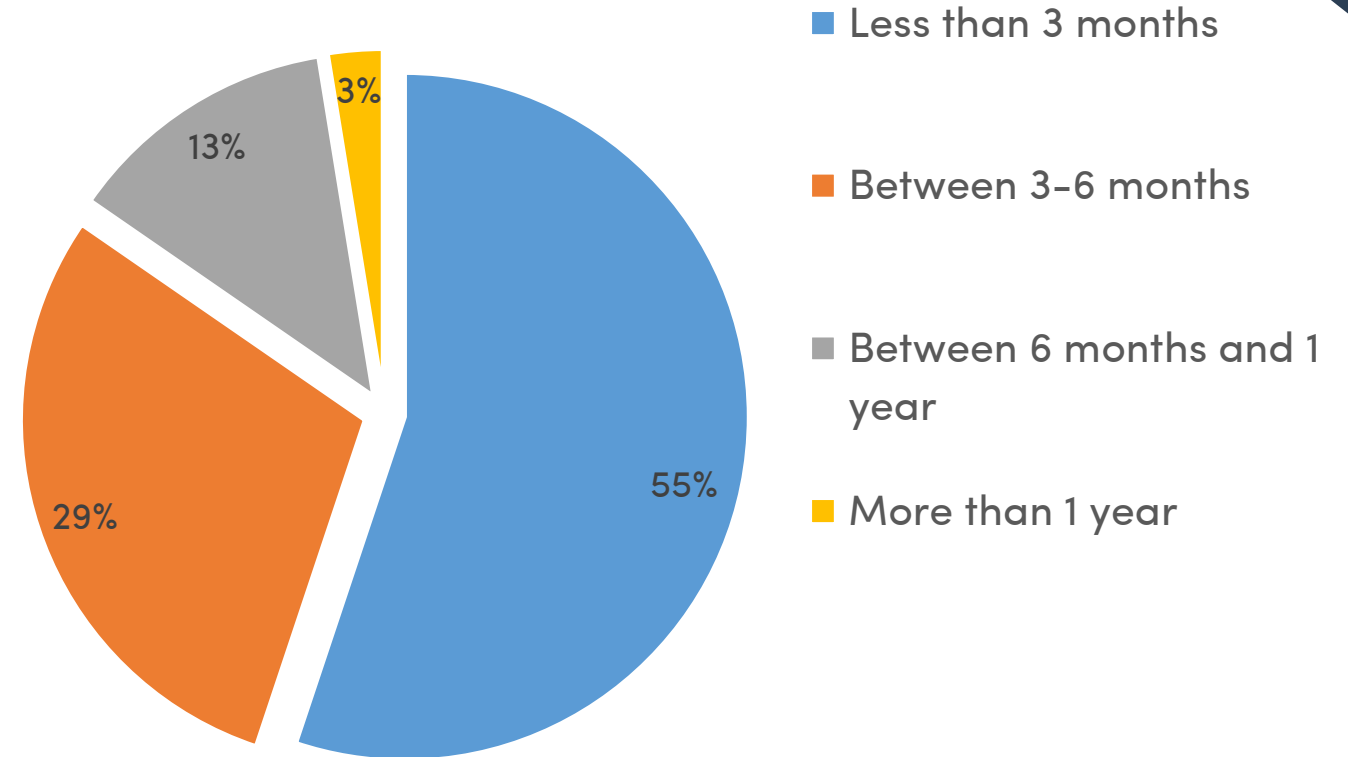


Alumni employment statistics

85% of students find a job in less than 6 months,

97% of students find a job in less than a year.

Time to find first job, n=71



IBM alumni survey, Observatoire de la formation - June 2021
(n=78)

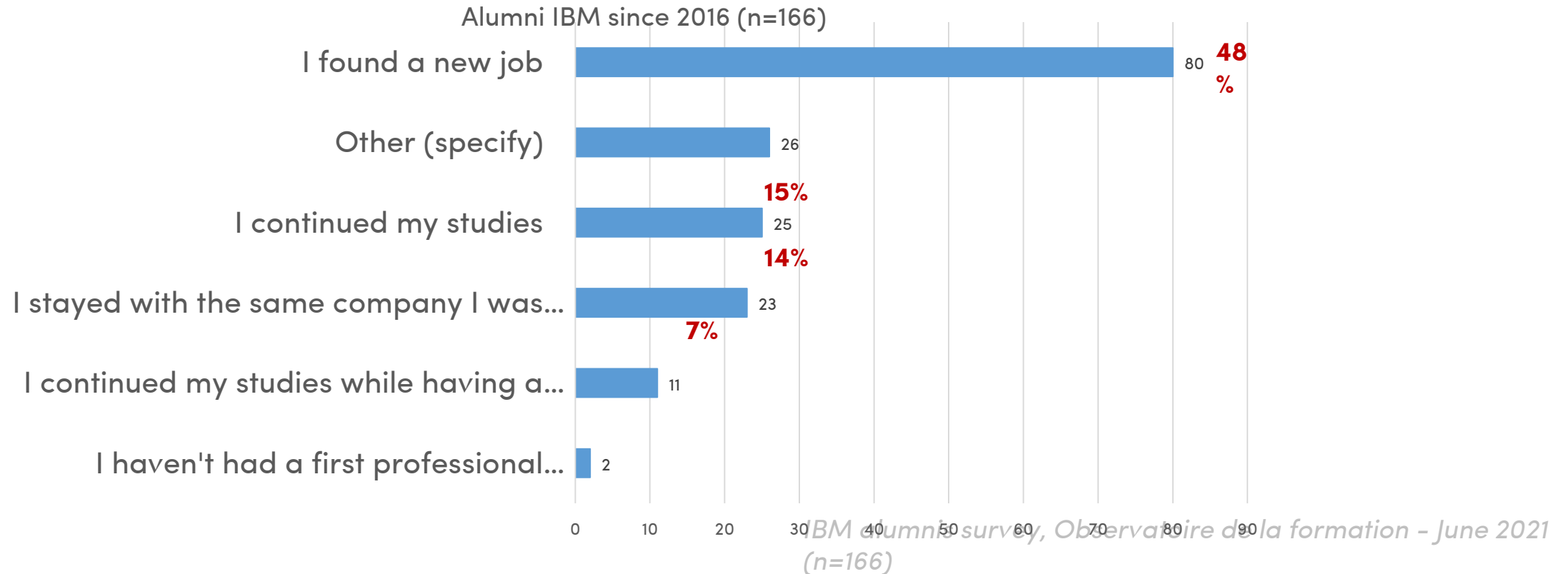
Adequation with studies

- 77% of alumni judge their current job to be perfectly or very much in line with their Bachelor studies
- 68% agree their current job fullfills their expectations

Source: Rapport Annuel observatoire de la formation, Sept.2021

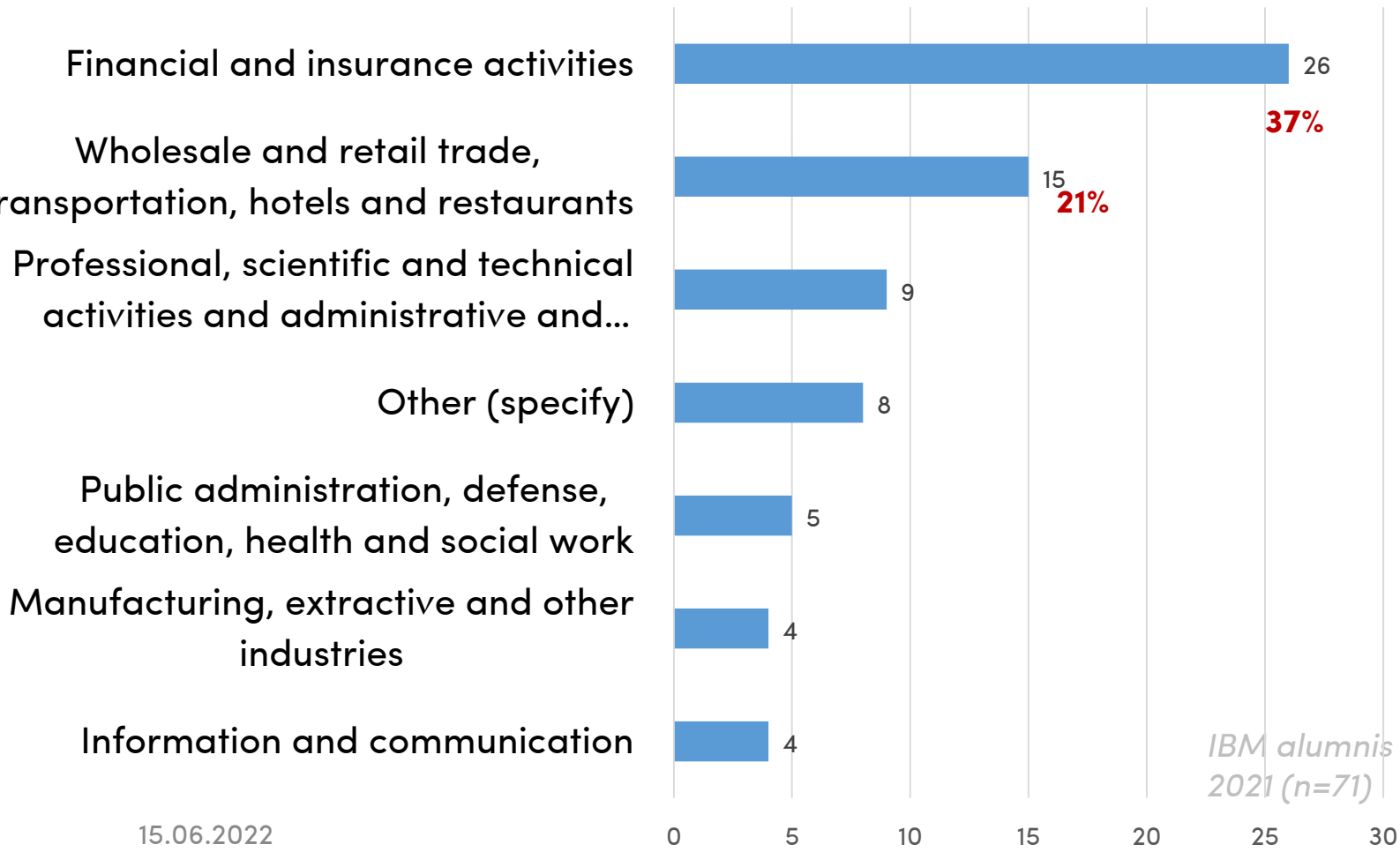
Alumni employment statistics

- What was your first step post graduation?

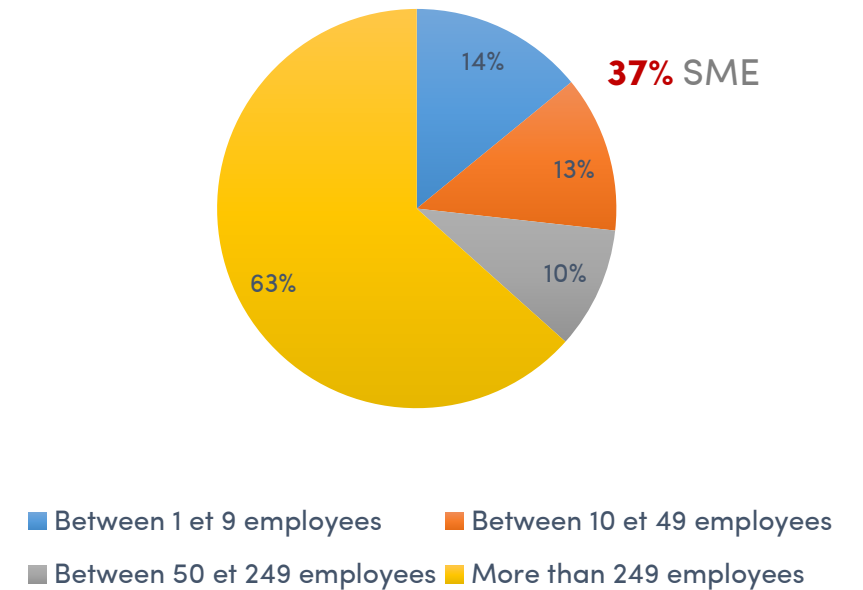


Alumni employment statistics

Sector of employment



Type of structure



37% SME

IBM alumnis survey, Observatoire de la formation - June 2021 (n=71)

Professional perspectives

- You would typically be employed by private or public organizations, NGOs, multinational corporations, or SMEs in fields such as:
 - **International Finance**
 - **Commodity trade**
 - **International Marketing and sales Management**
 - **Human Resources and Intercultural Management**
 - **Public Administration**
 - **International Public Services**
 - **Audit**

Alumni first job examples

- Reporting and Performance Officer
- Assitant Chief of Staff
- Finance assistant
- Admin & Care Service Administrator
- Associate financial audit
- HR Assistant
- Marketing assistant
- Trade finance manager
- Customer Advisor
- Graduate Trainee
- Performance Specialist
- Credit administration employee
- Customer Experience Specialist
- Administrative Assistant
- Demand planning analyst
- Junior operations manager
- Assistante coordinatrice d'études
- Junior Operator in concentrates
- Strategy & Quality Management Trainee
- Trading Operator
- Junior Purchasing Associate
- Customer Support Agent
- Recruitment Coordinator
- Operations coordinator
- Consultant
- Marketing Intern
- Sales
- Airport auxiliary at Swissport
- Trade Finance Officer Junior
- Business Developer
- Implementation Engineer
- Marketing Intern
- Junior Treasury analyst
- Marketing & Business Development
- Audit Assistant - Trade, Industry and services
- Data Analyst
- Bunker trader
- Destination Management Executive
- Recruitment Coordinator
- Information product manager
- Trade Marketing Executive
- Digital project coordinator
- Financial Auditor
- Client advisor
- Marketing & communication assistant

Graduates : MS degree programs



- **HES-SO**, Master of Business Administration
- **University of Geneva**, MA in International Trading, Commodity Finance and Shipping
- **University of Lausanne**, MSc Sport et Mouvement, orientation Gestion du Sport et des Loisirs
- **ESSCA Shanghai and Antwerp Management School**, MSc Chinese studies
- **Escuela Universitaria Real Madrid Universidad Europea**, MBA Sports management
- **Hong Kong Polytechnic University**, Master China Business Studies
- **Boston University**, College of communication, Master in Advertising
- **Lancaster University**, Master E-Business & Innovation
- **Queen Mary University of London**, Master in Management and Organizational Behavior
- **IMC University of Applied Sciences Krems**, Master in Marketing and Sales
- **Durham University Business School**, MSc Corporate Finance
- **Hult International Business School**, MSc Finance
- **Institute of Higher Education Glion**, Hospitality management
- **London School of Economics**, Management
- **Oxford University**, African Studies

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haute école
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Contact

HEG-Genève

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de 8h00 à 12h00 et de 13h00 à 17h00

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