

# PROFILE & SKILLS

## BACHELOR IN BUSINESS DEVELOPMENT

### STUDENTS IN BACHELOR HAVE TWO INTERNSHIPS TO DO:

- > The 1<sup>st</sup> internship starts at the end of the 1<sup>st</sup> or 2<sup>nd</sup> year, between early June and September, for 1 to 3 months.
- > The 2<sup>nd</sup> internship starts at the end of the 3<sup>rd</sup> year, from early February, for 5 to 8 months.

### WHAT POSITIONS CAN STUDENTS HOLD DURING THEIR INTERNSHIPS?

Students are fit to join different departments such as Marketing, Communication, Retail/E-commerce, Corporate CSR management, Finance, Legal or Supply Chain of a company, at an assistant level of jobs below (non-exhaustive list):

- **Marketing, Communication and Digital Worlds:** Product Manager, Marketing Manager, Communication Manager, Social Media Manager, E-commerce Project Manager.
- **Finance and Accounting:** Financial Analyst, Mergers and Acquisitions Analyst, Bank Auditor, Financial Advisor, Management Controller, Asset Manager, Risk Management Analyst.
- **Trade Negotiation:** Area Manager, Sales Manager, Export Manager, Store Manager, Account Manager, Branch Manager.
- **Development:** Development Manager, Procurement Manager, Export Manager.

Students skills vary depending on their educational attainment. Those are detailed below.

## 1<sup>ST</sup> INTERNSHIP

### WHAT IS THE PROFILE OF THE STUDENT AT THE BEGINNING OF THE 2<sup>ND</sup> YEAR?

The students have been following a full-time educational program that allows them to acquire the fundamentals on cross-functional management knowledge in a global business context with an entrepreneurial spirit, a sustainable mindset and a new tech culture. He/she also has a good specific understanding of the main methods and processes in Finance, Legal and Marketing which allows him to also integrate other departments such as Retail and eCommerce, Supply Chain, Procurement and provide support to these activities.

Students will be able to carry out the following projects within your company:

#### **MARKETING**

- Undertake a market study and identify challenges and opportunities
- Segment a market and evaluate each segment to define a target market(s)
- Develop an accurate and representative consumer profile / journey for the target audience
- Develop a global brand strategy inc.
  - Positioning for a brand / product / service, based on recognized consumer needs
  - Maps to visually demonstrate a differentiated positioning.
  - Value proposition and a comprehensive marketing mix

#### **MEDIA & ANALYTICS**

- Create & manage a website with WORDPRESS with an optimized SEO structure
- Create & manage Facebook/LinkedIn Ads & Google Ads campaigns (certification In Google Search)

**DATA & CRM**

- Extract & analyse customers data to define relationship or sales initiatives

**DATA, IA & BLOCKCHAIN**

- Define data driven strategy and AI usage
- Follow-up blockchain projects

**SUSTAINABLE MANAGEMENT**

- Undertake analyses to build a CSR strategic activities framework
- Follow-up implementation projects

**FINANCE & ACCOUNTING**

- Prepare income statement & balance sheet
- Calculate key financial ratios
- Construct and design financial models DCF
- Extract key information from income statement, balance sheet and cashflow statement
- Prepare monthly reports on financial status of the company and/or investment

**LEGAL**

- Analyze contract language and assist with contract drafting
- Analyze intellectual property rights and questions raised

**REMUNERATION** - The recommended gross monthly salary range for our 2nd year Bachelor students is between CHF 500 and CHF 1500. Different remuneration abroad.