

# PROFILE & SKILLS

## BACHELOR IN DIGITAL BUSINESS MANAGEMENT

### 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 can join different departments such as Marketing & Communication, International Sales & e-commerce, Data & innovation and Corporate/CSR of a company, at an assistant level of jobs below (non-exhaustive list):

Product Manager · Marketing Manager · Social Media Manager · Traffic media manager · CRM Manager · E-commerce Manager · Sales Manager · Area Manager · Account Manager · BI analyst · Product owner on Blockchain project

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

## 2<sup>nd</sup> INTERNSHIP

### WHAT IS THE PROFILE OF THE STUDENT OF THE 3<sup>rd</sup> YEAR?

The students have been following a full-time educational program that allows them to acquire a comprehensive 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 Business strategy (Marketing, Distribution & Supply Chain) with project management abilities in digital marketing & e-commerce.

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

#### **BUSINESS STRATEGY**

- Undertake a market study and identify challenges and opportunities
- Select the right business model for a new business opportunity
- Identify & implement the most appropriate international marketing strategy: globalization Vs localization
- Identify the basics requirements of an export/import action plan and design it
- Define a distribution strategy per market depending on their local infrastructure
- Conceive an omni channel combining retail, wholesale and e-commerce

#### **SUSTAINABLE MANAGEMENT**

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

### **MARKETING**

- 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

### **UX & INNOVATION**

- Drive a user-centric investigation process (focus group, qualitative and quantitative studies, observations, web listening, etc.).
- Analyze and script user journeys to design "experience maps".
- Design, prototype and test a service.

### **MEDIA, E-COMMERCE & ANALYTICS**

- Create & manage a website with WORDPRESS with an optimized SEO structure
- Create & manage Facebook/LinkedIn Ads & Google Ads campaigns (certification In Google Search)
- Run an e-commerce with sales orders, anti-fraud, customer service and fulfillment management
- Generate clients leads from social media platforms
- Analyze et optimize performance based on engagement, conversion and loyalty rates (certification In Google Analytics)

### **DATA & CRM**

- Identify customer journey with touchpoints & define an ASCP segmentation
- Extract & analyze customers data to define relationship or sales initiatives

### **DATA & BLOCKCHAIN**

- Define data driven strategy for a blockchain project
- Follow-up blockchain 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**

- Determine the most appropriate legal status of the companies and identify the related laws and regulations
- Identify the various sources of income and expense recognized for tax purposes
- Analyze contract language and assist with contract drafting
- Analyze intellectual property rights and questions raised

### **LEADERSHIP & MANAGEMENT**

- Evolve in an international & cross-cultural environment
- Develop a customer focus whatever the position in the company
- Identify his.hers own-strengths and capitalize on

- Integrate a project on an agile & collaborative management way
- Seize and respect roles & responsibilities to foster a winning team dynamic
- Present and defend projects with executives

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