

PROFILE & SKILLS

BACHELOR IN DIGITAL BUSINESS MANAGEMENT

STUDENTS IN BACHELOR HAVE TWO INTERNSHIPS TO DO:

- > The 1st internship starts at the end of the 1st or 2nd year, between early June and September, for 1 to 3 months.
- > The 2nd internship starts at the end of the 3rd 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, 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.

1st INTERNSHIP

WHAT IS THE PROFILE OF THE STUDENT AT THE BEGINNING OF THE 2nd 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.

2nd INTERNSHIP

WHAT IS THE PROFILE OF THE STUDENT OF THE 3rd 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.