



MASTER OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN ENTREPRENEURSHIP

INNOVATION AND GROWTH



Hes·SO

UNIVERSITY OF APPLIED SCIENCES AND ARTS WESTERN SWITZERLAND (HES-SO)

The HES-SO University of Applied Sciences and Arts Western Switzerland, a great source of skills, ideas, innovation, creativity and knowledge, plays a preeminent role in the socio-economic and cultural development of the seven cantons of Western Switzerland and is a recognised player within the Swiss and international landscape of higher education. The HES-SO is recognised by the Confederation and member of swissuniversities. With 21,000 students, the HES-SO is the largest UAS in Switzerland; over 7'000 students are enrolled in Business, Management and Services, of which 650 are studying at the School of Management Fribourg.



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Fribourg

THE SCHOOL OF MANAGEMENT FRIBOURG (HEG-FR)

The Master studies offered at the HEG-FR are closely aligned with the school's existing strategy and well established set of activities.

The School of Management Fribourg has been organizing the exchange of professors in the field of entrepreneurship and SMEs for the last 20 years. Guest professors from internationally renowned partner universities from all over the world teach side-by-side with resident professors and course instructors. Former students who have established their own successful companies are strongly associated with the program in order to share their hands-on practical experience in building their businesses.

This Master course reflects the school's past twenty years of strategic orientation in entrepreneurship and the internationalization of small and medium-sized enterprises. A number of research activities (SIES, GEM or GUESSS), various courses, and international congresses (CIFPME 2006, Academy of Entrepreneurship and Innovation (AEI) 2013) serve as proof of all those efforts. The international focus of this Master program is strongly influenced by the close partnerships maintained with University of Liechtenstein, Liechtenstein, the University of Lorraine, France, the HEC Montréal, Canada, Tecnológico de Monterrey in Mexico, Swissnex Boston, Swissnex San Francisco and New York, USA, Swinburne University, Australia.

MASTER OF SCIENCE IN BUSINESS ADMINISTRATION

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INNOVATION AND GROWTH

The Consecutive Master, or the so-called Bologna-Master, (comprising 90 to 120 ECTS) is part of the educational system. Such master courses are typically pursued directly after completing a Bachelor's degree (includes business faculties at universities and universities of applied sciences) or after a candidate has gathered several years of professional experience prior to continuing his or her studies. The University of Applied Sciences of Western Switzerland (HES-SO) offers a Master of Science in Business Administration with three distinct majors:

“THE LEARNING EXPERIENCE IS NOT JUST LIMITED TO CLASSROOM TOPICS BUT TO LIFE LESSONS AS WELL. I TOOK AWAY SO MANY GREAT EXPERIENCES AND LEARNED SO MUCH ABOUT ENTREPRENEURSHIP AND MYSELF. IN THIS CONTEXT, THE MASTER IN ENTREPRENEURSHIP (INNOVATION & GROWTH) HAS PROVIDED ME WITH INSPIRING INSIGHTS AND PRACTICAL FRAMEWORKS FOR CONNECTING THE DOTS IN THE OVERALL BUSINESS ECOSYSTEM.”

Raphaël Gaudart –
Head of MSc BA,
Major in Entrepreneurship
(Alumni 2012)

• **Entrepreneurship (Innovation & Growth), in English**

- Management des Systèmes d'information, in French
- Prospective, in French
- Business in Eurasia, in English

Instruction that is common to all three Master programs takes place in Lausanne. The various modules for each corresponding major are taught in the schools offering them (Entrepreneurship in Fribourg). More details and information about this course included in this brochure. The remaining majors are offered in various other schools of the HES-SO network.

OUR UNDERLYING PHILOSOPHY

Whether in small companies, large international firms or public organizations – success is firmly grounded in the ability to understand the changes in the world of business. The relentless pursuit of innovative new ideas and products is at the core of the entrepreneurial mindset and our program. Developing new ideas alone will not lead to success; these ideas and concepts must also be commercialized and brought to market. This purposeful combination of creativity and practical application has a high priority in our program.



This ability to build new businesses and to create entrepreneurial environments within established companies is becoming ever more important, which is why the study of entrepreneurship is gaining in status as an independent discipline. The Master of Science in Business Administration is based on a joint concept of the HES-SO. The Major in Entrepreneurship (Innovation and Growth) is organized by the School of Management Fribourg, which cooperates actively with international business schools for the instructional and research areas of the Master studies.

The program is designed in such a way that students graduating with a Master of Science in Business Administration, Major in Entrepreneurship (Innovation and Growth) develop into attractive employees in today's business society. Their future responsibilities include various managerial and change agent positions in private industry or public organizations. They are well suited for strategic management positions in small and large enterprises, where new ventures, technological development, globalization and competition are areas of importance.



“THE MASTER OF SCIENCE IN BUSINESS ADMINISTRATION, AND MORE SPECIFICALLY ITS MAJOR IN ENTREPRENEURSHIP ENABLES STUDENTS TO GAIN THEORETICAL AND PRACTICAL KNOWLEDGE ON HOW TO LAUNCH AND MANAGE A BUSINESS. A PERFECT EXAMPLE IS THE VENTURES IN ACTION COURSE, WHICH REQUIRES STUDENTS TO LAUNCH A PRODUCT OR SERVICE BY HAVING REAL SALES, WHILE INCLUDING SUSTAINABILITY IN THEIR STRATEGIC DECISIONS.”

Eric Mc Laren –
PhD candidate,
(Alumni 2019)



OBJECTIVES AND CAREER PROSPECTS

Entrepreneurship is a mindset that is frequently associated with innovation and growth. Successful entrepreneurship is a cohesive process of planning, idea development, creativity and risk-taking. The main reasons for studying entrepreneurship are to create entrepreneurial awareness, to develop analytical and creative skills, and to encourage students to transform themselves into entrepreneurs or entrepreneurial employees.

An additional feature of our Master Program – comprised of an intelligent mix of theory and practical work – is that it encourages part-time employment by the student. That’s why we are convinced that all our future graduates have excellent prospects on the job market.

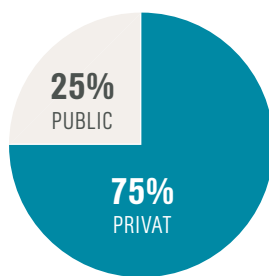
Learning how to think in an entrepreneurial way and gaining the ability to take decisive and all-inclusive action are some of the key qualifications and fundamental building blocks of a Master of Science in Business Administration program, with a Major in Entrepreneurship (Innovation and Growth). Special attention is given to developing both analytical and action-oriented competencies as well as outstanding interpersonal skills. The program seeks also to foster a sense of personal

commitment and openness to non-routine tasks in future mid-to high-level positions. The program contributes to the development of the enterprising spirit and prepares students for general management functions in any enterprise. It also qualifies students for consulting positions in small and medium-sized businesses.

Graduates of the Master of Science in Business Administration, Major in Entrepreneurship (Innovation and Growth) program are able to enter into a wide range of entrepreneurial careers, ranging from positions in start-up companies to domains where expertise in international commerce, global competition and technological development are key skills required for the job. Their acquired knowledge equips them well for professional challenges in areas such as strategic analysis, decision-making and change management. Graduates are able to direct profit centers at multinational corporations, independently run innovative companies, take on the management of an existing business, or create new enterprises.



WHY A MASTER IN ENTREPRENEURSHIP?



Among our alumnus, we have the majority working in private sector 75% compared to ¼ working in public. This proves our strong relation to the private sector and that our efforts of linking studies with real industry projects results in a majority that works there afterwards.

For a long time too little attention has been paid to developing the enterprising spirit paired with the willingness to take on the risk of starting new ventures. These are as vital in existing enterprises, big and small, as they are for start-up companies and the public sector. The School of Management Fribourg (HEG-FR) has enjoyed great success in this field at the Bachelor level: research has shown that students of HEG Fribourg demonstrate better than average entrepreneurial skills.

The HEG-FR is expanding its course portfolio by offering a Consecutive “Master of Science in Business Administration, Major in Entrepreneurship (Innovation and Growth)” including the following attributes:

PROFESSIONAL: The Master program responds to the needs of private companies and the public sector.

SCIENTIFIC: The Master program is based on solid scientific principles.

MODULAR: The Master program is composed of various modules applying different methodological approaches (advanced level lectures, workshops, practical learning projects and entrepreneurial laboratories).

INTERNATIONAL: The Master program is built on the basis of an extensive domestic and international collaboration. It benefits from the fact that teachers come from diverse backgrounds and a wide selection of different universities. A short journey at a foreign university with a close link to the entrepreneurship topic is part of the program. Additionally, there is a possibility to write the master thesis abroad (4th semester).

INTERDISCIPLINARY: Lectures and applied research projects are aimed to strengthen the interdisciplinary orientation of the participants.

INTERACTIVE: typical class size is between 25 and 30 participants, which allows and encourage interactive class activities and discussions. A broad variety of Students background (cultural and education wise) enhances the active exchange within the class.



“THERE IS NO BETTER TIME TO EMBARK ON YOUR ENTREPRENEURIAL CAREER PATH THAN DURING YOUR STUDIES. THIS PROGRAM PROVIDES AN INCREDIBLE ENVIRONMENT FOR YOU TO GAIN HANDS-ON EXPERIENCE, LEARN FROM FAILURES, AND THRIVE WITH YOUR OWN VENTURE. BEING IMMERSSED IN SWITZERLAND'S REMARKABLE ENTREPRENEURSHIP ECOSYSTEM AND THE INTERNATIONAL LANDSCAPE OFFERS YOU THE OPPORTUNITY TO ACQUIRE AN INVALUABLE SKILL SET TO SUCCEED IN OUR CONTINUOUSLY CHANGING ENVIRONMENT.”

Jean-Sébastien Rahm –
(Alumni 2012)



DOUBLE DEGREE WITH SWINBURNE UNIVERSITY, MELBOURNE, AUSTRALIA

Since 2017, students have the opportunity to participate in an exchange program which allows them to get a double degree with an Australian Top University.

One year at School of Management and one year at Swinburne University and the Student graduates with 2 Diplomas. A unique chance for our highly motivated and top students who are ready to boost their career.

We offer the opportunity for students to engage in an exchange program of 1 year (3rd & 4th Semester) whereby they will be enrolled at the Swinburne University and have to visit all agreed courses to get the equivalent amount of ECTS.

Swinburne and HEG-FR established an international program in which students will be eligible to graduate with two Masters. Students will receive these awards upon successful completions of all requirements in each respective university.



“ENROLLING IN ENTREPRENEURSHIP PART-TIME MASTER’S PROGRAM ENABLED ME TO SHAPE MY JOURNEY WITH THE FLEXIBILITY TO CREATE MY COMPANY AND PURSUE AN ELITE SPORTS CAREER. THE PROGRAM FOSTERED AN ENGAGING HANDS-ON LEARNING ENVIRONMENT, SMOOTHLY TRANSLATING THEORETICAL INSIGHTS INTO REAL-WORLD APPLICATIONS.”

Julie Gaudin –
(Alumni 2022)



VENTURES IN ACTION

One of the highlights of our program is the module Ventures in Action. VIA is an innovative teaching module, unique in Switzerland. It was developed by the School of Management Fribourg as part of the Master of Science in Business Administration, major in Entrepreneurship. With the guidance of expert coaches, students are taken through the process of setting up their own company, which in turn supports entrepreneurship and innovation in the canton of Fribourg. The School of Management Fribourg takes great pleasure in presenting the seven start-ups founded within this programme.”



**VENTURES
IN ACTION**





“THROUGH THE BLENDING OF THEORETICAL FRAMEWORKS AND PRACTICAL CASES, WE MAKE SURE THAT THE PROGRAM OFFERS A COMPELLING AND READY-TO-APPLY EXPERIENCE TO OUR STUDENTS.”

Barbara Ferrari –
Professor (SUPSI, HEG Fribourg) &
Consultant (takt-consulting.ch)

MASTER PROGRAM

The Master program is organized in a series of modules that are carefully integrated, yet distinct in their diverse methodological approaches.

1ST SEMESTER

- General Management
- Research Methods
- Major Modules

2ST SEMESTER

- General Management
- Major Modules
- Applied Research Projects

3ST SEMESTER

- Major Modules
- Research Methods
- Applied Research Projects

4ST SEMESTER

- Major Modules
- Master Thesis

LOCATION AND FACILITIES

Most of the program is taught in Fribourg. The HEG-FR is easily accessible by public transportation. The Swiss Federal Railway system links Fribourg to all major cities in Switzerland and neighboring countries. The school is fully WIFI-enabled and every student is required to bring a private notebook computer. General Management Modules and Research Methods Modules are instructed together with the Partner Schools of the HES-SO Network and take place in Fribourg and Lausanne.

ADMISSION

STANDARD ADMISSION

- Holders of a Bachelor HES or other HES degree awarded by a department within the nomenclature of the Department of Business, Management and Services of a Swiss HES are admitted to the MSc BA.
- Holders of a Bachelor degree awarded by a Swiss university in the field of Economy and Management, with evidence in the Department of Business, Management and Services, along with a minimum of one year's professional experience are admitted.

FOREIGN DEGREES

- Holders of foreign degrees are admitted without condition into the MSc BA programme if that degree is granted based on education that is comparable to that of a Swiss bachelor's degree in the field of Economy and Management with evidence in the Department of Business, Management and Services, along with a minimum of one year's professional experience.
- These candidates must show proof of sufficient linguistic competence to follow the programme.

ADMISSION BY PORTFOLIO

- Holders of degrees or diplomas awarded by HES or universities from fields other than Business, Management and Services are submitted to a procedure of admittance by portfolio.
- Candidates who definitively failed a Master's HES or university programme in corresponding studies may be admitted through a procedure of admittance by portfolio within a deadline of two years from departure from the failed study programme.



“THE SCHOOL OF MANAGEMENT HEG FRIBOURG, WITH ITS MAJOR IN ENTREPRENEURSHIP, PREPARES MASTER STUDENTS FOR THE FUTURE CHALLENGES AND TO BECOME ENTREPRENEURS WITH SOCIAL AND DIGITAL SKILLS. FUTURE ENTREPRENEURS MUST KNOW HOW TO MANAGE PROJECTS AS A TEAM AND HAVE A SPIRIT OF ACTION.”

Hans-Jörg Mihm –
Entrepreneur

ACADEMIC DEGREE

Officially accredited degree from the Swiss Confederation, approved by OAQ: Master of Science in Business Administration, Major in Entrepreneurship (Innovation and Growth).

This Master will provide access to a Doctorate at universities under certain conditions, notably in France, Canada and Mexico. A diploma supplement in English will be awarded to students.

LANGUAGES

The Master studies are completed in English. All students must have a level B2 (cf. Common European Framework of Reference for Languages) or higher for English and B1 for French.

WEEK ABROAD

A one- to two-week trip at a foreign university with a close link to the entrepreneurship topic is included in the module Project Leading with Purpose and global Impact of the Master program. Students are asked to contribute approx. CHF 500 to the occurring costs (lectures at foreign universities, accommodation, etc.). Travel costs are borne by the students.

TUITION FEE

The tuition fee for the Master Program is CHF 750 per semester. This includes documentation, exams and lectures. The cost for textbooks is not included.

PROGRAM START & COURSE DAYS

The academic year starts in mid-September (calendar week 38). During regular school operations, lectures are held Thursdays (entire day), Fridays (entire day) and on Saturday mornings, thus part-time employment working a 40–50% position is feasible – even desirable.

REGISTRATION

The registration period begins in January and ends on April 30th (the non-refundable registration fee is CHF 150).

Online registration only: www.hes-so.ch/masterBA
Contact: admissions.master@hes-so.ch
+41 58 900 00 02



“I AM A FULL PROFESSOR AT THE UNIVERSITY OF LORRAINE – FRANCE, WHERE I AM HOLDER OF THE ENTREPRENEURSHIP CHAIR. MY MAIN RESPONSIBILITY IS TO ENHANCE AND TO CONSOLIDATE ENTREPRENEURSHIP’ CULTURE IN THE UNIVERSITY. INDEED, I HAVE WRITTEN WITHIN THAT FIELD SEVERAL ARTICLES AND BOOKS.”

Christophe Schmitt –
Professor, Chair of Entrepreneurship
(Université de Lorraine)

CONNECT INTERNATIONALLY

A globalized world demands intercultural competence and an international network. Our professors don't just talk business, they do business. The Master Program will give you the chance to learn from seasoned entrepreneurs and managers from Switzerland and abroad. Join the Major in Entrepreneurship (Innovation & Growth) MSc BA program in Fribourg and meet students and staff from all around the world. The course also includes a one-to two-week study placement overseas, and the attractive programme is rounded off by the team of teachers of international prestige.

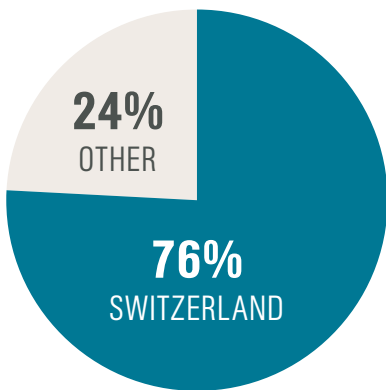
HIGHLIGHTS OF THE PROGRAM

- “Connect the dots” and get in touch with international partners
- Enlarge your network
- Learn to start your own business
- Get advice from experienced mentors and coaches
- Work on real companies' projects
- Learn to apply new entrepreneurial concepts and methods for your future career
- Develop your visionary thinking
- Get insides of various types and fields of Entrepreneurship (social, corporate and others)

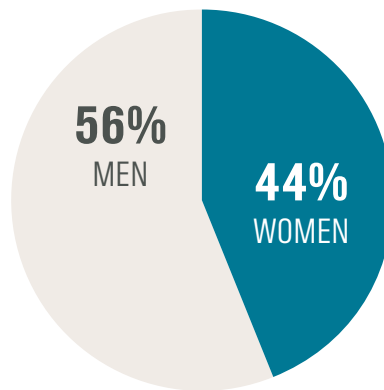


AVERAGE AGE OF STUDENTS: 26 YEARS

ORIGIN OF STUDENTS:



GENDER:



“UNDERSTAND THE THEORIES AND APPLY THEM IN REALITY. I AM EXCITED BY HOW THIS EXPERIENCE ENABLES THE ENTREPRENEURIAL SKILLS OF THE MASTER’S STUDENTS.”

Cyrille Boinay – Professor (HEG Fribourg), Business coach, cY [facilitator]

OTHER COUNTRIES

- Austria
- Belarus
- Belgium
- Bolivia
- Brazil
- Cameroon
- Canada
- China
- Colombia
- Ecuador
- France
- Germany
- Iran
- Italy
- Jamaica
- Jordan
- Kenya
- Kosovo
- Mexico
- Moldova
- Morocco
- Netherlands
- Nigeria
- Philippines
- Poland
- Portugal
- Romania
- Russia
- Rwanda
- Senegal
- Serbia
- Switzerland
- Tunisia
- Turkey
- Ukraine
- United States
- Vietnam

SCHOOL OF MANAGEMENT FRIBOURG

Academic Office
Chemin du Musée 4
CH-1700 Fribourg
T +41 26 429 63 47
E heg-master@hefr.ch
W www.heg-fr.ch

Head of MSc BA,
major in Entrepreneurship
Raphaël Gaudart
E raphael.gaudart@hefr.ch
T +41 26 429 63 53
W www.heg-fr.ch



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