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## **MASTER OF SCIENCE IN BUSINESS ADMINISTRATION HES-SO**

### **PROJECTS AND MASTER THESIS OF THE BUSINESS IN EURASIA MAJOR**

The "Eurasian" economic area represents a significant growth potential for Swiss and foreign companies.

The "Business in Eurasia (BiE)" Major equips students with the specific knowledge and skills required for the export, establishment and development of Swiss companies in Eurasia.

During the four semesters of the Master of Science in Business Administration (MSc BA) at the HES-SO and its BiE Major, students must complete four projects and a Master thesis.

These projects and the Master thesis can be carried out as a mandate for a company.

### **OPPORTUNITIES**

Would you like to develop your business in China, Central Asia, the Caucasus or another Eurasian market, but lack a preliminary analysis?

Give a mandate to the students of the BiE Major in the framework of their projects and Master thesis!

The project and Master thesis are particularly suitable for:

- exploratory projects and feasibility studies
- concrete implementation elements in connection with exporting, setting up and developing Swiss companies in Eurasia
- the search for local partners (distributor, joint venture, investor)

## THEMES, SCHEDULE AND VOLUME OF WORKING HOURS

The 4 projects and the Master thesis are spread over 3 semesters. Each project has a variable number of working hours.

Semester 2 (February-June)

- Socio-economic and legal environment (150h/student)

Semester 3 (September-January)

- Analyzing the Eurasian Market (180h/student)
- Supply Chain and Digital Business in Eurasia (120h/student)

Semester 4 (February-June)

- Business Strategy and Implementation in Eurasia (90h/student)

For more information on the different themes, please read the project descriptions [here](#).

- Master thesis (December to September; 450h/student) [as of Dec. 2022].

The theme of the Master thesis must be related to one or more of the courses covered. Consequently, the range of themes eligible for a mandate is relatively wide.

## MODALITIES OF IMPLEMENTATION

- A mandate may concern one or more of the projects mentioned.
- All projects and the Master thesis lead to the writing of a report and, if necessary, to the creation of other deliverables.
- Each project is usually carried out by groups of about 2-3 students. The Master thesis is carried out individually.
- Each project is accompanied by a professor involved in the BiE Major, mainly from HEG Arc, HEIG-VD, HEG Fribourg and HEG Geneva.
- The proposal of a theme is free of charge for the client. The client designates a contact person from the company for the group of students and provides the necessary information to carry out the mandate.
- In all cases, the students assume overall responsibility for their work and in particular for the conclusions and recommendations.
- HES-SO Master and the HEGs involved do not guarantee the results of the work carried out.
- At the request of the client (or the students), the projects and Master thesis may be subject to a confidentiality clause.

## CONTACT

In case of a concrete mandate proposal or questions, please contact the Head of "Business in Eurasia" Major:

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