

**MASTER OF SCIENCE
IN BUSINESS ADMINISTRATION**

BUSINESS IN EURASIA

MAJOR



MASTER OF SCIENCE IN BUSINESS ADMINISTRATION

The Master of Science in Business Administration (MSc BA) enables students to broaden their knowledge of management acquired during their Bachelor program and to specialize in fast-growing fields of expertise.

In addition to a common core, it offers four different Majors :

- **BUSINESS IN EURASIA**
- **ENTREPRENEURSHIP**
- **MANAGEMENT OF INFORMATION SYSTEMS**
- **PROSPECTIVE**

PROGRAM TIMETABLE AND LOCATION

- The program consists of four part-time semesters.
- Classes are held on Thursday and Friday (all day) and Saturday mornings.
- Courses for the Business in Eurasia Major (63 ECTS credits) are taught on the HEG Arc premises, near Neuchâtel train station.
- Two block courses will take place in Eurasia (each lasting two weeks), one in Seoul, the other in Baku.
- The core courses (27 ECTS credits) are delivered at HES-SO Master in Lausanne.

ADMISSION REQUIREMENTS

The following candidates will be admitted to the MSc BA unconditionally:

- Holders of a Swiss HES/FH Bachelor's degree in the field of Business, Management, and Services.
- Holders of a Bachelor's degree from a Swiss university in the field of Business, Management, and Services, with proof of at least one year's professional experience in the field of Business or Management.

All other cases are subject to an admission procedure based on their personal application. Candidates must have :

- a title equivalent to a Bachelor HES in Business Administration, and
- a minimum of one year's professional experience in the field of Business/Management.



BUSINESS IN EURASIA

MAJOR

WHY CHOOSE THIS MAJOR?

- The Eurasian economic area, made up of Russian-speaking markets, China, Korea, and India, among others, represents significant growth potential for both Swiss and foreign companies.
- These markets are heterogeneous and marked by a cultural background which is very different from our own.
- The “Business in Eurasia” Major MSc BA provides students with the specific knowledge skills needed for exporting, or establishing and developing Swiss and foreign companies in Eurasia.

HIGHLIGHTS

- The only Swiss course offering at the Master of Science level focused on Asian markets.
- A program taught entirely in English, organized on a part-time basis.
- A team of professors from HEG Arc, HEG Fribourg, HEG Geneva and foreign partnering academic institutions specializing in Eurasian markets.
- Modules and projects taking place in Neuchâtel, Seoul and Baku (block course).
- Russian or Mandarin lessons.
- Practical and cultural immersion through projects for real companies.
- The possibility of undertaking the Master’s thesis in Switzerland or Eurasia.

LEARNING OBJECTIVES

In this Major students learn to:

- Analyze the development potential of Swiss and foreign companies in Eurasian markets.
- Formulate a development strategy for Swiss or foreign companies taking into account the resources available to them and the specific socio-economic, political and cultural context of the target market.
- Master the main specificities of the Eurasian markets, particularly Korea, China and Russian-speaking Area (Caucasian and Central Asian countries), in terms of the legal framework, supply chain and business digitalization.
- Implement relevant intercultural management and communicate effectively in Business English.
- Master the basics of Mandarin or Russian for initial contacts with business partners.

PROFESSIONAL PROSPECTS

- The cross-sectional knowledge acquired during the MSc BA enables graduates to respond to challenges that affect the entire economy.
- Graduates can thus join multinational companies as well as small and medium-sized companies.
- They are also trained to take part in a start-up.

OPPORTUNITIES RELATED TO THE BUSINESS IN EURASIA MAJOR

- Management of companies and government institutions
- Creation and development of companies
- Management of projects linked to development
- Consulting
- Business analyst

... in connection with Eurasian markets.



TESTIMONY

I think the added value of this Master's program lies in the close link between theory and practice: the study trips, the practical work, the professors' professional experience, as well as our employment alongside our studies. This program enables us to develop concrete skills and soft skills, and it's this balance that ultimately prepares us to meet the challenges of the professional world.

Lisa Schmidt
Alumna



**« THIS PROGRAM ENABLES US
TO DEVELOP CONCRETE SKILLS
AND SOFT SKILLS »**

TITLE CONFERRED

HES-SO Master of Science in Business Administration,
Major in Business in Eurasia - 90 ECTS credits.

COST

CHF 700.- tuition fee per semester (CHF 1050.- for
foreign students)

CHF 250.- contribution to tuition costs per semester

CHF 150.- one-time registration fee

The cost of flights with regard to the two block courses is
partly covered by students.

REGISTRATION DEADLINE

Online registration between mid-December and end-April.

ACADEMIC CALENDAR

The academic year begins in Week 38 and is divided into
two semesters.

CONTACT

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THE BUSINESS IN EURASIA MAJOR PROGRAM

SEMESTER 1		ECTS
MODULE 1	EURASIAN GEOPOLITICS AND MACROECONOMICS	6
	BUSINESS INTERNATIONALIZATION	
MODULE 2	INTERCULTURAL MANAGEMENT	4
	RUSSIAN/CHINESE BUSINESS COMMUNICATION 1	
		10 ECTS

SEMESTER 2		ECTS
MODULE 3	CHINESE BUSINESS LAW	4
	BUSINESS LAW IN COUNTRIES OF THE POST-SOVIET AREA	
PROJECT	SOCIO-ECONOMIC AND LEGAL ENVIRONMENT	5
MODULE 4	RUSSIAN/CHINESE BUSINESS COMMUNICATION 2	2
MODULE 5	ANALYZING EAST ASIAN MARKETS	5
		16 ECTS

SEMESTER 3		ECTS
MODULE 6	ANALYZING CAUCASIAN AND CENTRAL ASIAN MARKETS	5
PROJECT	ANALYZING EURASIAN MARKETS	6
MODULE 7	SUPPLY CHAIN AND DIGITAL BUSINESS IN EURASIA	2
PROJECT	SUPPLY CHAIN AND DIGITAL BUSINESS IN EURASIA	4
MODULE 8	RUSSIAN/CHINESE BUSINESS COMMUNICATION 3	2
		19 ECTS

SEMESTER 4		ECTS
PROJECT	BUSINESS STRATEGY AND IMPLEMENTATION IN EURASIA	3
MASTER THESIS	MASTER THESIS	15
		18 ECTS

THE COMMON CORE MSC BA

FOUR MANDATORY MODULES

(12 ECTS – in English or French)

- Research Methods I
- Research Methods II
- Research Methods III
- Project Management

THREE MODULES OF YOUR CHOICE

(15 ECTS – in English or French)

- Strategy or Négocier et convaincre
- Innovation Management or Applied Behavioural Economics & Decision Making
- Applied Sustainable Economics or New Technologies
- Debating Ethical Issues or Business Intelligence

THE HEG ARC – A PORTRAIT

The Haute Ecole de Gestion Arc (HEG ARC) is one of the institutions of the Haute Ecole Arc. Founded in 1982, it has been expanding steadily since then. Today, it has nearly 1,900 students, who follow Bachelor's and Master's degrees or continuing education programs in several areas of expertise (business law, management information technology, fight against economic crime and cybercrime, experiential marketing, Eurasian markets, logistics, blockchain and public management).

THE HES-SO – A PORTRAIT

Created in 1998, the HES-SO (University of Applied Sciences of Western Switzerland) is recognized by the Swiss Confederation and is a member of swissuniversities. With nearly 21,000 students, the HES-SO is Switzerland's largest University of Applied Sciences. Its various study and research programs are divided into six fields: Design and Visual Arts, Economy and Services, Engineering and Architecture, Music and Performing Arts and Health and Social Work. With its different areas of expertise and network of academic institutions, it plays an important role in the socio-economic and cultural development of the seven cantons of Western Switzerland and is a recognized player in the Swiss and international higher education landscape.

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