HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg

BACHELOR OF SCIENCE
Chemin du Musée 4 | T +41 26 429 63 70
CH-1700 Fribourg | E heg-bachelor@hefr.ch | www.heg-fr.ch

COURSE DESCRIPTION

Name of school/Location:	School of Management Fribourg

Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--

Module description:	Main options, Digital Business

Course description:	Digital Leadership
	• Digital Transformation
	    o Digital Economy & Society
	    o Ecosystems
	    o Change Management
	    o Future of Work
	    o Ethics
	    o Challenges for the strategic management
	    o Social Impacts
	    o Intellectual Property
	    o Data Privacy
	    o Leadership in the digital age
	    o Digital process management

Instructor:	Alfred Münger / Maurizio Caon / according to the themes third party teachers may be included
Number of lessons:	60
Number of students:	Max. 30
Prerequisites:	-
Main language of instruction:	☒ English ☐ Other Description:
Teaching aims / General learning aims:	• obtain greater knowledge of the leadership of companies, teams and employees in the context of Digitalization • learn to apply different styles of leadership in different leadership situations
Content and form of instruction:	• Interactive lesson led by the instructor. • Ev. Mandatory online lessons counted as part of workload. • Powerpoint slides for visual support during class. • Provision of optional extra material as multimedia content.

Hes·so

Examination and validation procedures:	Written exam with open/closed questions or written report. Language: English
Language credits for a multilingual course of study:	☒ English ☐ Other Description:
Course dates and times:	Every Friday Morning Fall-Semester

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COURSE DESCRIPTION

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Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--

Module description:	Main options, Digital Business
Course description:	Fintech & Blockchain
Instructor:	Maurizio Caon/Nils Tuchschmid
Number of lessons:	60
Number of students:	Max. 30
Prerequisites:	-
Main language of instruction:	☒ English

Teaching aims / General learning aims:	Fintech
	— Finance and digitalization : an introduction
	    — The (news) Economics of Information
	    — Mobile technology, BI, Big data and cloud computing, …
	    — Digitalization, finance and the job market
	    — The example of robo advisors
	
	— Sharing economy and financing
	    — Sharing or gift economy
	    — Platform, peer-to-peer exchange and crowd-based capitalism
	    — The traditional financing options : pros and cons
	    — Crowdfunding and crowdfunding platforms : the new competitors ?
	
	— Fintech
	    — Fintech : a brief introduction
	    — The example of Robo Advisors
	    — The value chain of finance advice
	    — Financial markets and portfolio construction : a brief introduction
	    — Robo advisors : a real threat ?
	    — Blockchain and cryptocurrencies
	        • The role of money
	        • Currencies and cryptocurrencies
	        • Investing in cryptocurrencies : the example of bitcoin

Hes·so

	Blockchain – Introduction to the basic principles of the technical structure of the Blockchain technology and develop the competences to reason on its functioning leveraging the advantages while being aware of its limits. – Providing understanding of how legal framework works for business based on Blockchain with particular reference to the Swiss and US systems. – Building the competences for creating new business models that are opportune for business based on Blockchain. – Providing the understanding of pros and cons of cryptocurrencies and the associated risks. – Building competences for the creation of a business leveraging the Blockchain characteristics.
Content and form of instruction:	• Interactive lesson led by the instructor. • Ev. Mandatory online lessons counted as part of workload. • Powerpoint slides for visual support during class. • Provision of optional extra material as multimedia content.
Examination and validation procedures:	Written exam with open/closed questions or written report. Language: English but with possibility to answer in mother tongue.
Language credits for a multilingual course of study:	☒ English
Course dates and times:	Every Friday Afternoon Fall-Semester

Hes·so

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Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--

Module description:	Main options, Digital Business
Course description:	Managing Emerging Technologies
Instructor:	Maurizio Caon
Number of lessons:	60
Number of students:	Max. 30
Prerequisites:	-
Main language of instruction:	☒ English ☐ Other Description:

Teaching aims / General learning aims:	• Emerging Technologies
	   o Virtual & Augmented Reality
	   o Artificial Intelligence
	   o Machine Learning
	   o IOT
	
	• Innovation Management
	   o Strategies & Trends
	   o Disruptive innovation
	   o Digital Business Models
	   o Design Thinking
	
	• Digital Project Management
	   o Project Life Cycle
	   o System Development Life Cycle
	   o Agile program management
	   o Scrum
	
	• Ethics & Law
	   o Current impact of new digital technologies
	   o Future impact of emerging emerging technologies

Content and form of instruction:	• Interactive lesson led by the instructor. • Ev. Mandatory online lessons counted as part of workload. • Powerpoint slides for visual support during class. • Provision of optional extra material as multimedia content.

Hes·so

Examination and validation procedures:	Written exam with open/closed questions and written report. Language: English but with possibility to answer in mother tongue.
Language credits for a multilingual course of study:	☒ English ☐ Other Description:
Course dates and times:	Every Friday Morning Spring-Semester

Hes·so

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COURSE DESCRIPTION

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Field of study:	Economics and Services
Degree programme:	Bachelor in Business Administration (full-time and part-time study)
Major:	--
Module description:	Main options, Digital Business
Course description:	Digital Marketing
Instructor:	Reto Schneider/tba
Number of lessons:	60
Number of students:	Max. 30
Prerequisites:	-
Main language of instruction:	☒ English ☐ Other Description:

Teaching aims / General learning aims:	• Multichannel Marketing
	  o Multichannel Campaigns
	  o Marketing via Social Media
	  o Mobile Marketing
	  o Digital Customer Experience
	  o SEO/SEA
	  o Digital Marketing Platforms
	  o Shitstorm & Reputation Campaigns
	  o
	• E-Business
	  o E-Commerce
	  o E-Supply Chain

Content and form of instruction:	• Interactive lesson led by the instructor. • Ev. Mandatory online lessons counted as part of workload. • Powerpoint slides for visual support during class. • Provision of optional extra material as multimedia content.
Language credits for a multilingual course of study:	☒ English ☐ Other Description:
Course dates and times:	Every Friday Afternoon Spring-Semester