



MASTER OF SCIENCE  
IN BUSINESS ADMINISTRATION

# MAJOR IN ENTREPRENEURSHIP

Innovation and Growth



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

The HES-SO, a vast reservoir of competencies, ideas, innovation, creativity and knowledge, is taking a leading role in the socio-economic development of the country and is proudly contributing to the growth of Western Switzerland. The school constitutes the largest network of tertiary education in Switzerland and currently has approximately 20'000 students enrolled in its various programs – 6'000 in Business, Management and Services, of which 800 are studying at the School of Management 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 15 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 fifteen 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 Liechtenstein, the Worcester Polytechnical Institute, USA, the University of Lorraine, France, the HEC Montréal and the University of Quebec in Trois-Rivières, Canada, Tecnológico de Monterrey in Mexico, Swissnex Singapore and Swissnex Boston, USA.

### **Principle of equality**

Please note that as gender-neutral language is not used systematically in this document, the designation of a person, status or function includes both the female and the male.

Master of Science in Business Administration (MSc BA)

## MAJOR IN ENTREPRENEURSHIP

### INNOVATION AND GROWTH

“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 –  
Executive Director MSc BA,  
Major in Entrepreneurship  
(Alumni 2012)

As a number of varying master study courses have emerged over the past few years, a brief explanation of the different course types is appropriate.

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:

- Entrepreneurship (Innovation & Growth), in English (apart from a few courses in French or German)
- Management des Systèmes d'information, in French
- Management et Ingénierie des services, in French

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 course 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 PROGRAM, CHALLENGED ME IN MANY DIFFERENT WAYS, OFFERED ME A DEEP ENTREPRENEURIAL KNOWLEDGE AND GAVE ME ACCESS TO THE SWISS NETWORK.”

Andrea Rohrer –  
International Office HEG-FR  
Project manager Americas  
(Alumni 2012)



## 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?

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. An exchange program at a foreign university with a close link to the entrepreneurship topic is included in the Master program. Additionally, there is a possibility to write the master thesis abroad (4<sup>th</sup> semester).

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



“IT PROVIDES YOU WITH THE THEORETICAL BACKGROUND, A GREAT NETWORK AND THE COURAGE YOU NEED TO BECOME AN ENTREPRENEUR.”

Sabine Suter –  
Entrepreneur  
(Alumni 2011)





"I'M AN ENGINEER IN TELE-COMMUNICATIONS AND STARTED, WITH 4 COLLEAGUES, AN IT SERVICES COMPANY IN 2004 NAMED TEBICOM. AT FIRST, I WASN'T REALLY AWARE OF THE POTENTIAL OF BEING AN ENTREPRENEUR AND THAT'S WHY I DID A MASTER IN ENTREPRENEURSHIP, TO GO BEYOND AN ENGINEER'S WAY OF THINKING."

Alexandre Gauthier –  
Entrepreneur, Tebicom SA  
(Alumni 2010)



Alumni's during a experience exchange with current students.



## MASTER PROGRAM

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

Advanced level lectures, workshops focusing on the theoretical and scientific foundation of the various disciplines, special events and action-learning projects simulate the challenges of economic life.

An entrepreneurial laboratory where students will learn by doing, discussions with entrepreneurs, applied research projects, and a business plan competition provide for an action-oriented character to the program. A short study trip abroad completes this challenging study program.

### 1<sup>st</sup> SEMESTER

- General Management
- Research Methods
- Major Modules

### 2<sup>nd</sup> SEMESTER

- General Management
- Major Modules
- Applied Research Projects

### 3<sup>rd</sup> SEMESTER

- Major Modules
- Research Methods
- Applied Research Projects

### 4<sup>th</sup> SEMESTER

- Major Modules
- Master Thesis

## "I TEACH TO SHAPE THE LEADERS OF TOMORROW. JOIN IN!"

Jerome Schaufeld –  
Professor (WPI, HEG Fribourg) &  
Consultant

## 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.

## 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.
- In the case of a positive advance notice, candidates may be obliged to take a supplementary programme prior to the MSc BA of up to 30 ECTS credits. In the case of insufficient experience in professional practice, a prerequisite or co-requisite may be required.

## 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.





“YOU CANNOT STOP THE WAVES, BUT YOU CAN LEARN HOW TO DEAL WITH THEM. NOW I AM LEARNING TO SURF MY WAY INTO MY FUTURE, WHERE THE OCEAN IS ENTREPRENEURIAL VENTURES.”

Francesca Cerza –  
(Alumni 2015)

#### 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 can be completed in English, English/French or English/German or English/French/German.

All students must have a level B2 (cf. Common European Framework of Reference for Languages) or higher for all languages of instruction.

#### STUDY TRIP

A one- to two-week study trip at a foreign university with a close link to the entrepreneurship topic is included in the Master program. Students are asked to contribute approx. CHF 400 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 May 15<sup>th</sup> (the non-refundable registration fee is CHF 150).

**Online registration only:** [www.hes-so.ch/masterBA](http://www.hes-so.ch/masterBA)

**Contact:** [admissions.master@hes-so.ch](mailto:admissions.master@hes-so.ch)

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“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)



“ENTREPRENEURSHIP IS AN EXCELLENT WAY TO CONTROL ONE’S OWN DESTINY, TO BE FREE AND INNOVATIVE, AND TO ACHIEVE FULFILLMENT. THE HEG ENTREPRENEURSHIP MASTER PROGRAM PROVIDES STUDENTS WITH THE TOOLS AND LEARNING THEY NEED TO MASTER THE BASICS OF THE ENTREPRENEURIAL CRAFT.”

Louis Jacques Filion –  
Rogers-J. A. Bombardier,  
Professor of Entrepreneurship  
(HEC Montreal)





## CONNECT INTERNATIONALLY – STUDY TRIP

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 Entrepreneurship (Innovation & Growth) Master 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 A STUDY TRIP

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- “connect the dots” and get in touch with swissnex Boston, Singapore and other hubs
- catch the inspiring pitches at “MassChallenge”, when early-stage entrepreneurs are connected with entrepreneurs and the resources they need to launch and succeed immediately
- visit WPI (Worcester Polytechnic Institute) where you can learn from their valuable experience in entrepreneurship, operations and general management of technology-based companies
- see the inside of Nanyang Technopreneurship Centre, combined with Nanyang Technological University of Singapore, NTU's powerful engineering and business advantage and pick up the latest cutting-edge knowledge on various hot topics, such as Business model innovation, Design thinking and Futurology
- take part in the 48-hour Startathon# extravaganza to challenge yourselves to think deeper, broader and more creatively about the issues facing humanity, wildlife and our planet from today till 2030
- immerse yourselves in the campus life



**SCHOOL  
OF MANAGEMENT  
FRIBOURG**

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