



Bachelor

DIGITAL BUSINESS MANAGEMENT

TODAY, EVERY BUSINESS IS A DIGITAL BUSINESS



In every country, in every industry, traditional business models and processes are being transformed by the rise of new digital technologies, global markets and new way of managing a business.

Think about companies such as Uber, Netflix or Airbnb that didn't even exist 10 years ago. They are all operating with new processes, new tools that require specific skills and flexible mindset. This program has been designed to prepare you for these new requirements.

Reimagine businesses in a digital world. In order to adapt and remain successful, organizations need people who can think creatively and leverage each step of digital change to create new value for customers and therefore new opportunities for businesses. And to invent tomorrow, you need to know how to transform ideas into a valuable concept before launching it on the market.

The Digital Business Management Bachelor Program focuses on how young entrepreneurs like you can design new strategies and create business models in order for companies or start-up to be successful in this digital world. Participants will develop the right digital mindset, master a set of digital tools and be able to create new business strategies to be applied immediately in companies or start-ups.

"65% OF TODAY'S
STUDENTS WILL BE EMPLOYED
IN JOBS THAT
DON'T EXIST YET."

PHIL GALLAND

Program Director – Bachelor in Digital Business Management
& Head of digital marketing programs

CORE PROGRAM CONTENT

180
ECTS
CREDITS

3 YEARS
FULL TIME STUDY

2 INTERNSHIPS
OF 5 MONTHS EACH

PROJECT BASED LEARNING

During this Bachelor's course, students will have the opportunity to work on concrete projects and workshops. They will apply the knowledge that they have acquired in a final assignment aiming at launching their own project.

This cutting edge program aims to first develop the fundamental management knowledge and capabilities and then deep dive into the new business rules that are shaping every industry.

There will be 2 mandatory internships of 5 months each. The first one will take place after 12 months of study and the second one at the end of the Bachelor's degree.

1 | MANAGEMENT

How companies are managed: from strategy, to operations or finance. The backbone of any major organisations or start ups

- Business strategy
- Corporate Finance & Accounting
- Operations & Legal
- Global perspectives & Challenges
- Project management

2 | MARKETING

The digital revolution implies a new focus on the consumer. He is the new king! Understand his needs and habits to take your product or service to market: the new greatest challenge for businesses

- Understanding the consumer
- Market research and analysis
- Planning
- Value proposition
- Go to market
- Pricing & Sales

3 | DIGITAL TECHNOLOGIES & CHANNELS

Master the impact of new technologies and platforms on businesses. Use of data to understand how they can create values for companies

- Mobile
- Facebook & Google
- Data & CRM
- Virtual reality & Augmented reality

4 | CREATIVITY & INNOVATION

Being able to develop meaningful unique ideas that add real value to customers

- PAO
- Creative thinking
- User experience design

5 | ENTREPRENEURSHIP

Understanding what it takes to launch a new business

- Business models & Growth hacking
- Culture of performance
- Start up funding
- The art of pitching

6 | BRAND & COMMUNICATION

How create the right message in the right format to transmit it over a channel to an audience in an effort to build brands, increase demand and move people down sales funnels

- Brand strategy
- Storytelling
- Communication strategy
- Measurement & Optimisation

7 | PERSONAL BRANDING

Discovering techniques and methodologies that will help you to grow faster in your professional activities

- Personal development
- Negotiations & Team working
- Two internships of 5 months each
- Bachelor's project

PARTNERSHIPS



The European Business School Paris has had a pioneering influence on the European model of education, educating international business leaders in the fields of marketing, trade, management, finance, communications and the Internet since 1967. EBS is the partner of the management module.



Travel 10 days to San Francisco to have the opportunity to interact with local entrepreneurs, major companies and work on concrete workshops that will be key to shape your understanding of why the Silicon Valley is such an unique business environment (small additional costs required).

SHAPING YOUR FUTURE

New technologies is changing the kinds of jobs people will have in the coming years. With the rise of artificial intelligence and robotisation, The future of your success will more than ever rely on empathy and critical thinking. While you shouldn't be surprised to start seeing companies looking for a 3D printing manager or virtual reality experience designer, examples of type of jobs that you currently target are :

PRODUCT MANAGERS are responsible for driving product initiatives from inception to execution across every aspect of a business. They are sitting at the intersection of business, design and technology.

BUSINESS DEVELOPMENT MANAGERS find new customers and persuade existing ones to buy extra services.

INTRAPRENEURS are managers within a company who promote innovative product development and marketing.

ENTREPRENEURS they're capable of bringing together the ideas, the money, the right marketing and people required to produce a product or service.

BUSINESS ANALYSTS help businesses to implement technology solutions in a cost-effective way by determining the requirements of a project or program, and communicating them clearly to the company

LECTURERS



ALEX PAPANASTASSIOU

Business Adviser
& Innovation Catalyst
Brussels, Belgium



ANTHONY LAMY

Director, Global Brand Partnerships
Facebook
London, UK



MICHAEL ERIKSSON

President
DMI International
Barcelona, Spain

ADMISSION & CONDITIONS

BACHELOR IN DIGITAL BUSINESS MANAGEMENT – 180 ECTS CREDITS

PROGRAM LENGTH : 3 years (starts in October)

TEACHING METHOD : Full-time study

PROGRAM : Courses, workshops, e-learning / webcast
Personal work
Bachelor's project
About 900 hours
2 x 5-months internship

TIMETABLE : Monday to Thursday from 9.15 am to 4.30 pm
Fridays are free to work on projects

COURSE LOCATION : CREA Geneva

COURSE FEES : CHF 48,000.-

Including MacBook Pro excluding graphics software
+ Small additional costs required for the trip to INSEEC San Francisco)

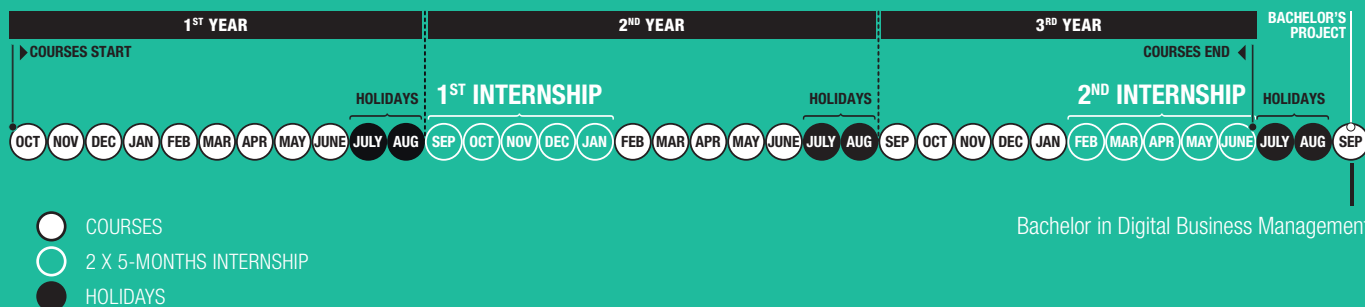
ECTS CREDITS : This Bachelor is recognized by professional associations and by many CREA's partner companies but it's not a state diploma

GENERAL ADMISSION REQUIREMENTS :

- Must be between the ages of 18 and 25 years
- Swiss Matura Diploma or equivalent (commercial diploma, BAC, CFC)
- Completed the registration form
- Pass the entry exam
- English fluent

NOTE :

- The school reserves the right to accept or reject a candidate for any reason
- A minimum of 15 students is required for the program to start
- The program content is subject to change



A WHOLE WORLD OF OPPORTUNITIES

CREA BENEFITS FROM INTERNATIONAL RECOGNITION OF VARIOUS ORGANIZATIONS AND INSTITUTIONS WHICH FACILITATE INTER-SCHOOL EXCHANGES (I.E. SUMMER SCHOOL, INTERNATIONAL INTERNSHIPS, EDUCATIONAL EXCHANGES)



Eduqua, Swiss quality certificate
for continuing education institutions
Switzerland



Inspiring Excellence
in Communications
Worldwide

International Advertising
Association
New York



European Institute for Commercial
Communications Education
Brussels



Geneva Association
of Private Schools
Geneva



SWISS FEDERATION
OF PRIVATE SCHOOLS

Swiss Federation
of Private Schools
Switzerland



Private
school register
Switzerland



INSEEC U., through Sup de Pub, has been partnering closely with CREA since 2008. This successful collaboration has resulted in CREA officially joining the Group in September 2014. With more than 23,500 students and 120,000 alumni, INSEEC U. has strengthened its rank among the most important French higher-education institutions. Present in four large French cities (Paris, Lyon, Chambéry and Bordeaux), as well as abroad (Monaco, London, San Francisco and Shanghai), INSEEC U. brings together all the exciting

possibilities and stimulating environments that large cities provide. Backed by a network of 350 international partner universities, INSEEC U. offers numerous possibilities of double-diplomas and academic exchanges worldwide to its students (under certain conditions).

CREA students benefit from the strength of an international group that provides global recognition of their diplomas and allows them to continue their studies in Switzerland or abroad.

www.inseec-u.com

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