

Lucerne University of  
Applied Sciences and Arts

**HOCHSCHULE  
LUZERN**

Business



**Master of Science in  
Business Administration**  
Major Online Business  
and Marketing

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[www.hslu.ch/master-online-business](http://www.hslu.ch/master-online-business)

# The Major in Online Business and Marketing at a Glance

## A degree in demand

Recent studies have shown that the demand for qualified specialists is surging. With the knowledge gained from the Major Online Business and Marketing, graduates can quickly realise demanding projects in the online world. The demand for strong specialists in the field of online technologies is growing and leads to the creation of new job types. The consecutive master in Business Administration covers exactly the needs of the industry. As a capstone project, this major offers students the opportunity to create their own start up.

## Course Benefits

- Strong focus on employability
- Internationally recognised credit system with an internationally recognised degree
- Part-time work (50 %) possible
- Intense combination of theory and practical use

## Entry requirements

This master degree primarily addresses bachelor graduates with a background in business administration, economics and related sciences. Graduates with a different bachelor or university degree can be accepted if they acquired the standard competencies in economics through different studies or can catch up on the necessary modules in the first semester. It demands exceptional motivation and commitment from its students. Ability to follow lessons in English at university level is mandatory.

**Application deadline: 15 May**

**Start of the programme:** Mid-September (Week 38)

**Exchange semester abroad:** 1st – 4th semester possible (participation voluntary)

**Language of instruction:** English

**Tuition fee:** CHF 800 per Semester

**Duration of the course:**

4 part-time semesters

**Campus benefits and information:**

[www.hslu.ch/campus-business](http://www.hslu.ch/campus-business)

## Protected title

Master of Science, Lucerne University of Applied Sciences and Arts/FHZ, in Business Administration, Major in Online Business and Marketing.

## Application form and information

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[www.hslu.ch/master-online-business](http://www.hslu.ch/master-online-business)

[master.business@hslu.ch](mailto:master.business@hslu.ch)

# Your Career and Working Opportunities

## **Your career opportunities**

Master degree graduates have exceptionally good chances when it comes to career development and promotion. This course enables students to solve demanding project, specialist, and leadership tasks. Opportunities for working in small- and medium-sized enterprises usually consist of the following jobs: consultant for online communication and marketing, online marketing manager, ecommerce manager. There are several prospects in large companies as well: project manager, communications specialist or communications manager with a focal point in online communications, qualified staff work (strategic planning), business development, social media manager. Graduates from this programme have proven themselves to be exceptional entrepreneurs and business founders.

## **Your perspectives**

The MSc in Business Administration is a research-based and, at the same time, a practice-oriented, consecutive management education with an international orientation. The degree lays the foundation for your successful career development.

## **Your classes**

Compact courses, guided self-study and self-study in blended learning environments form an optimal mix. To ensure the combination of practice-orientation and research, all lecturers have in-depth knowledge in their field of specialization as well as current practical experience. All modules are based on problem-based learning, i.e. your learning resources are always based on practical cases and real world problems.

## **Your working opportunities**

The course offers considerable freedom for those with families and/or part-time jobs by allowing them to work up to 50% of regular working hours. This allows you to directly benefit from our practice partners and apply experience gained in your field.

# Your Modules

The MSc Business Administration comprises basic modules which convey knowledge in the field of general management with a focus on the management of services: Network Management, Customer Relationship Management and Change Management. Building on these modules in the first and second semester, the Major Online Business and Marketing covers the following modules:

## **(4) Web Literacy**

The large variety and range of application in online media requires deeper knowledge of their effects and uses. This course seeks to identify multiple online media and gain application experience with an event project, including strategical planning, activating online communities and communicating live at an event.

## **(5) Online Marketing and CRM**

In this module, the participants learn to successfully put various tools of online marketing into practice. The course discusses crucial strategies, concepts and essential points of digital marketing including basics in HTML & CSS, content management & shop systems as well as Search Engine Marketing (SEA & SEO), email-marketing and digital analytics.

## **(6) Online Platforms and Interfaces**

In this module, the students learn the importance of IT management for companies. The focus is on clearly defining the requirements for technical solutions and being able to evaluate IT projects from a business perspective. IT Management

teaches the analytical skills to critically assess the current development in the field of IT. Project Management focuses on preparing, planning, controlling and implementing projects in the setting of modern and dynamic requirements.

## **(7) Online Customer Integration**

Internet and smartphone technologies, psychological and sociological factors, and dynamic economics are all drivers for customer integration. Students learn the foundation of customer integration and expand their knowledge with a case study. The focal points include community management, Social Media, Big Data as well as psychological and sociological basics.

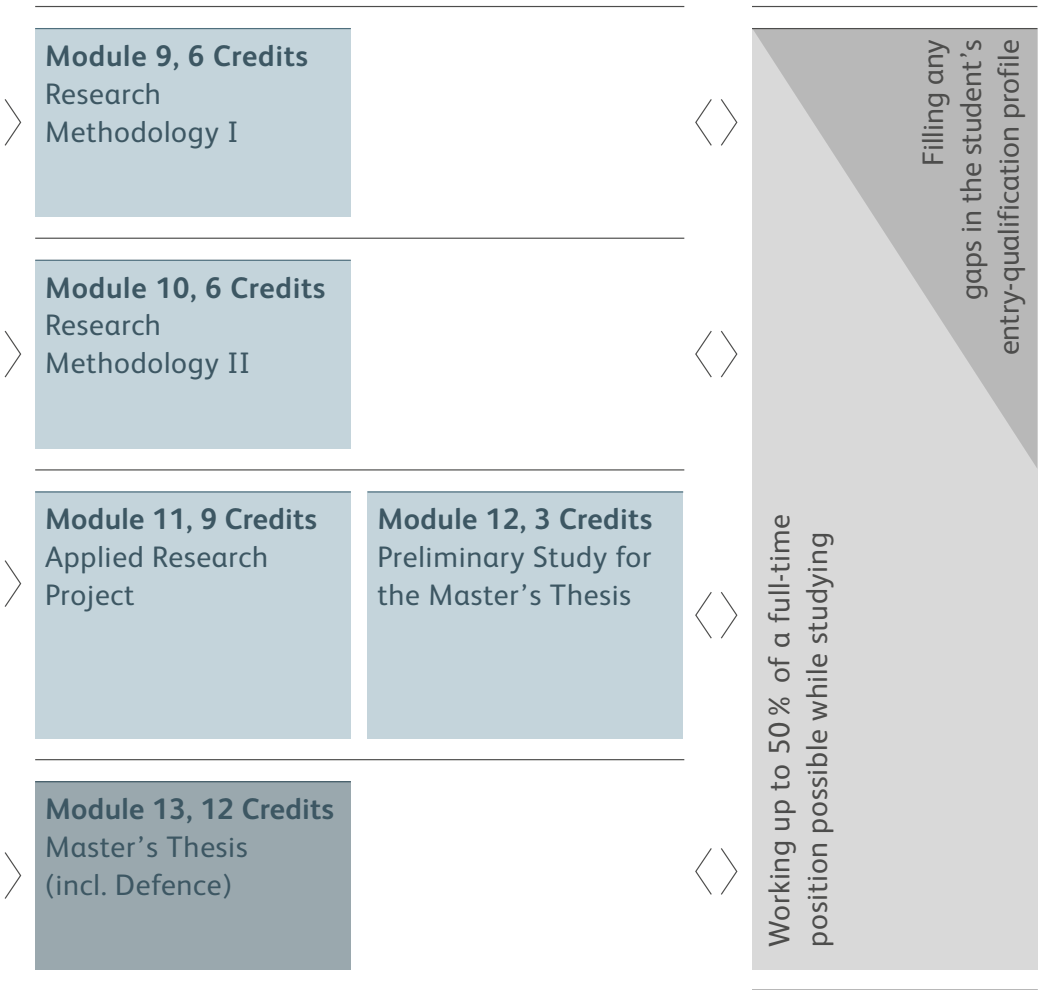
## **(8) Online Business Strategy**

This module outlines the benefits of online based business models for entrepreneurs, customers and partners. It focuses not only on the creation of new business models but also the evaluation of existing business models and how to further develop them. Through participation in a Start-up competition, students will pitch their own business ideas to investors.

# Programme Overview

<b>Cases &amp; Solutions</b> <b>Online Customer Analytics</b>	1 <sup>st</sup> Semester	<b>Module 1, 6 Credits</b> Network Management	<b>Module 2, 6 Credits</b> Customer Relationship Management
	2 <sup>nd</sup> Semester	<b>Module 3, 6 Credits</b> Change Management	<b>Module 4, 6 Credits</b> Web Literacy
	3 <sup>rd</sup> Semester	<b>Module 5, 9 Credits</b> Online Marketing and CRM	<b>Module 6, 9 Credits</b> Online Platforms and Interfaces <i>Course 1: Digital Business Management</i> <i>Course 2: Projectmanagement</i>
	4 <sup>th</sup> Semester	<b>Module 7, 6 Credits</b> Online Customer Integration	<b>Module 8, 6 Credits</b> Online Business Strategy

6 credits = 6 ECTS credits (1 ECTS = 30-hour workload for s



tudents)

# The importance of this degree in the working field

## Flavio Niederhauser

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*Graduate of the Major Online Business and Marketing, founder Jonlinio Online Marketing Agency*

«Thanks to the MSc in Business Administration with a Major in Online Business and Marketing, I am a project manager in demand for bigger online projects – from website relaunches to the development of new digital business fields. I really value the practice-orientation. Thanks to this, I could already gain my first experience and learnings in the field of online marketing. Today, the know-how I acquired is an important asset for my own agency.»



## Lukas Stuber

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*Co-owner and managing Director of Yourposition GmbH*

«The online world is evolving with growing speed, and with it the discipline of online marketing. With this, the demand in the Swiss market for qualified workers with the necessary know-how is rising without an end in sight. But exactly these people still seem to be rare. And that is exactly why companies in Switzerland direly need the graduates of this major study programme.»



## Kevin Kuhn

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*Graduate of the Major Online Business and Marketing, co-founder Jaywalker Digital AG*

«The MSc in Business Administration with a Major in Online Business and Marketing was my stepping stone to becoming an entrepreneur. The course shifts you back from a micro to a macro perspective and supports your entrepreneurial engagement. With one



half in research and the other half in practice, this major conveys the right knowledge to implement digital business models.»

## Franziska Luginbühl

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*Graduate of the Major Online Business and Marketing, co-founder ARTIAZZA*

For me the MSc in Business Administration with a Major in Online Business and Marketing was not only an ideal start into the fascinating world of online marketing.

Thanks to my studies at the Lucerne University of Applied Sciences and Arts, I also found the perfect team, a great idea and the



necessary support to venture into independence and start my own company.

# The Lucerne School of Business

## The Lucerne School of Business

The Lucerne School of Business is part of the Lucerne University of Applied Sciences and Arts and Central Switzerland's centre of excellence for advanced management education. With its teaching, research and consultancy services, the School of Business actively and effectively contributes to the development of a knowledge society. It trains specialist and executive staff and assists organisations and institutions in finding answers to today's and tomorrow's challenges in business and economics. The School's degree programmes include a Bachelor's course in Business Administration with eight specialisations, a Bachelor's course in International Business Administration with three specialisations, and three consecutive Master's programs. Last but not least, the institution is the largest provider of post-graduate and further education programs of all Swiss Universities of Applied Sciences. The Lucerne University of Applied Sciences and Arts maintains close links to other universities and partners from industry and government. The School's four institutes are centres of excellence with a national and international reputation.

## The Lucerne School of Business

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