


Major in Online Business and Marketing

Master of Science in Business Administration



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Lucerne School of Business

We develop top talent for companies, public institutions and not-for-profits with our demanding, practical and research-based bachelor's and master's programmes. Our range of continuing and executive education programmes make us the largest provider of continuing education among the Schools of Business of the Swiss Universities of Applied Sciences.

Our research and development projects emerge in dialogue between research, business and the public.

Clients from all areas of society benefit from our experts' extensive specialist knowledge.

We are perfectly situated and rooted in Central Switzerland and our large national and international network allows us to open doors to the world.



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Welcome!

Business models and marketing have been fundamentally changed by digitalisation and are currently being rethought - digitalisation permeates all operations of a business. But not only companies are going digital: Customers, too, search for and purchase products and services online while communicating via digital media. In the process, they leave data traces on the internet. These traces can be developed into business models, products and services that make them more customer-centred.

Digital business models, a consistent customer perspective coupled with the latest methods and technologies in digital marketing form the Major in Online Business and Marketing.

The focus lies on questions such as:

- What does the customer want and how can I map their needs via data?
- Does my business model meet customer needs?
- How do customer needs and business offers align in marketing activities?

To answer these questions, theoretical knowledge and models are applied and Implementations tested in practice. As digitalization advances rapidly, some trends

may not have reached the theoretical level yet. This discrepancy provides a welcome basis for exciting discussions in the classroom.

Critical reflections on digital transformation and marketing are central to the programme. Artificial intelligence is increasingly finding its way into marketing technologies. What does this mean for companies and customers when algorithms decide who receives what content on the internet? What significance does social media have for marketing, but also for shaping public opinion? And what happens when the one can no longer be separated from the other?

Actively shape the digital markets of tomorrow. The Major in Online Business and Marketing offers the ideal basis!



Douglas MacKevett
Head of Major
Online Business and
Marketing



Nen Arreeya Rast
Administration

Why choose the Master's in Business Administration with Major in Online Business and Marketing?

Organisations need highly qualified knowledge

A needs analysis of numerous Swiss companies showed high demand for qualified business specialists. The consecutive Master in Business Administration is future-oriented and the course content corresponds exactly to the needs and expectations of companies in a constantly changing digital world. The demand is particularly high for specialists in the area of digital business models and online marketing. With the help of the expertise acquired in Online Business and Marketing, you will be in a position to react to current trends and implement challenging projects.

Valuable degree with practical relevance

This master's degree is research and practice-oriented with an international focus. It offers an advanced degree in business technology and management. It provides essential prerequisites for successful professional development and promising career opportunities in the field of online business and marketing. You will have exciting career opportunities at the operational and strategic level in the digital world. In the process, the network you build with fellow students, lecturers and clients during your studies is particularly valuable for your professional career.

Possible fields of activity with your Master's degree

As a Master's graduate you will be able to take on demanding specialist and management tasks, for example as a digital marketing manager or social media manager. You could run the e-commerce department in national or international companies. Or you can move into consulting and lead projects in the areas of digital strategies, online marketing or business development. Our Master's graduates have also proven themselves as outstanding startup founders and digital entrepreneurs.

On the next page you can find the specific skills you will have after graduation.

Your skills profile after graduation

Expertise in Online Business and Marketing

- Digital business models and technical requirements
- Consumer behavior online and options for analysing this
- Opportunities for customer integration in business processes

Project management and organisational skills

- Management of cross-functional and cross-disciplinary projects
- Coordination of discussions and decision-making processes between specialists from marketing and IT
- Knowledge of group processes and dynamics

Applied research skills

- Collection, evaluation and presentation of data from research projects based on sound research principles
- Preparation and analysis of online data

Analysis and problem-solving skills

- Analysis of complex questions and problems in the management of online projects and in organisations
- Identification of solution variants
- Successful implementation of concrete problem-solving strategies

Presentation skills

- Appropriate and comprehensible oral and written communication
- Persuasive presentation and representation of complex subject matter to clients and expert committees

Ability to reflect and make judgments

- Responsible and self-critical reflection on one's own actions
- Beneficial use of the knowledge gained

10 reasons why you should study at the Lucerne University of Applied Sciences and Arts

1 High-quality study experience

The small, focused study groups, our personal tuition and direct access to lecturers are the key ingredients of a high-quality study experience in a personal atmosphere.

2 Innovative teaching practice

We rely on innovative learning settings and creative - and often digital - learning methods. Among other things, we develop our own simulation games or online assessments and promote interdisciplinary collaboration.



3 Practical relevance

Our programme distinguishes itself through its practical, entrepreneurial focus. In addition to the exploration of topical and relevant issues, talks by guest speakers from the management of leading companies enrich the curriculum.

4 Leading-edge and well connected

The lecturers at the Lucerne University of Applied Sciences and Arts infuse their teaching with their valuable practical and research experience. As a student, you will benefit from the mutual transfer of knowledge between science and business as well as from a broad, varied and well-cultivated network.

5 Co-creating the programme

Make it your own personal programme by combining relevant modules and selecting your preferred major. You will also set the topics for your semester and project assignments and for your Master's Thesis. You can also plan study trips and stays abroad to suit your needs.

6 Work-study options

A compact timetable and block instruction allow for professional activity of up to 2.5 days per week. This gives you the opportunity to advance your practical skills over the course of the programme.

7 Three-semester study option

If you wish to complete the programme in three semesters, our new schedule is for you. It is intense and compatible with professional activity of one to 1.5 days per week.

8 Flexible start date

In addition to the duration of study and depending on your needs, you can also choose between a start date in spring or in autumn.

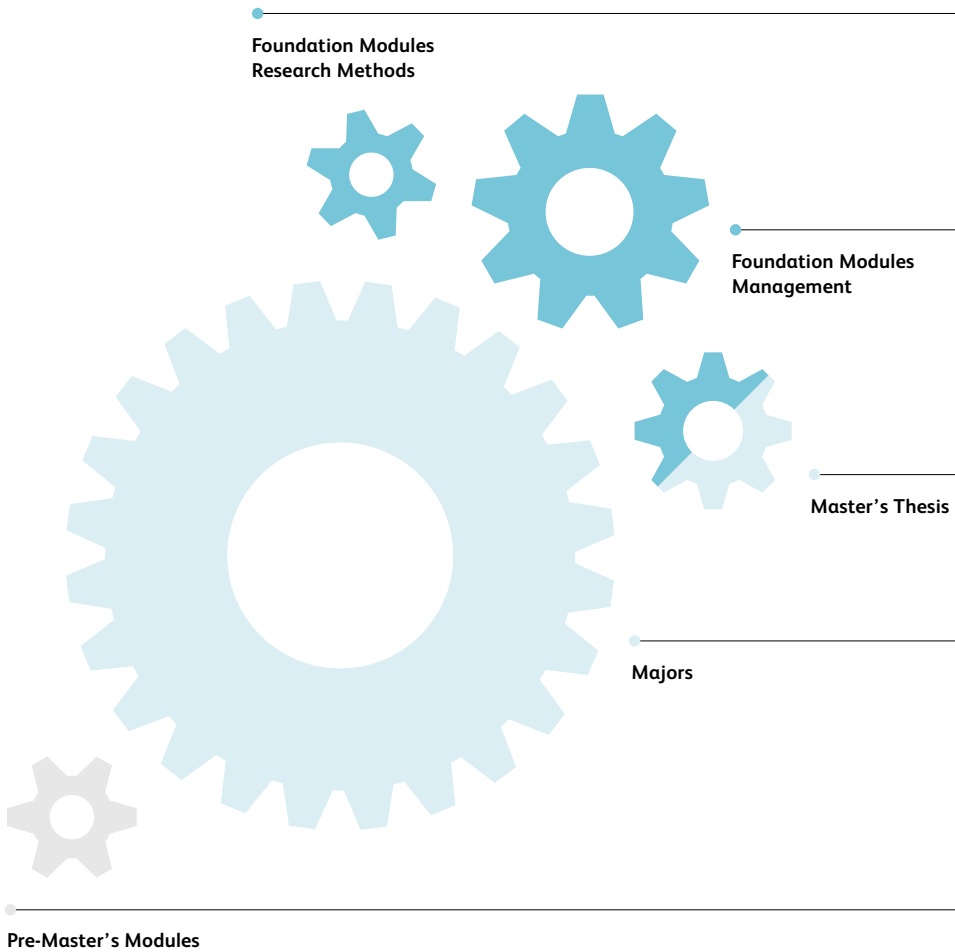
9 Continuous exchanges

Flexibility is a key feature of the MSc in Business Administration. Our heads of programme, lecturers and administrative staff will be happy to discuss any questions you may have. Benefit from continuous close specialist and personal exchange with your fellow students and lecturers.

10 Perfectly located in Lucerne

The course venues are located directly by Lucerne main station. The Lucerne campus offers many connecting points to internationally active companies and public institutions.

Programme Structure



Gathering, analysing, interpreting and communicating data.

- Research Theory & Ethics
- Qualitative Research Methods
- Quantitative Research Methods

Understanding, interpreting and applying selected management principles and theories.

- Digital Customer Management
- Strategic Network & Ecosystem Management
- Organisational Transformation & Change

Researching a major-specific topic using research methods to make a contribution to theory and practice.

Theoretically exploring and practically experiencing and implementing major-specific topics.

- Business Innovation & Entrepreneurship
- Online Business and Marketing
- People Management and Organisation
- Public and Non-profit Management
- Tourism

Strategy, Operational Management, Marketing, Accounting & Financial Management, Economics, Research Methods
possibility of post-qualification for the fulfilment of admission criteria

The architecture of the Master of Science in Business Administration programme meets the highest requirements of a business programme. On one hand, it provides the necessary breadth to create extensive know-how in relevant business management topics and on the other, it allows for a profound exploration of a chosen topic through individual specialisation. The latest trends in practice and new research findings are reflected in the analytical and strategic content, which thus offer the perfect tools for a high-profile career at home or abroad. Interlinked module types (see diagram) ensure a continuous synergy of theory and practice. They remain a defining feature throughout your programme. This programme design allows for concurrent professional activity of up to 2.5 days a week.

Programme Content

Topics around online business and digital marketing dominate international discussions. Global corporations are setting the pace and influencing these trends. This international perspective is taken into account in two ways.

On one hand, the modules are taught in English. This ensures the connection to the current international discourse and state-of-

the-art literature in English. German-speaking students can, however, submit all assignments and examinations in German. Lecturers are usually proficient in both languages and will answer questions in both languages as needed.

On the other hand, intercultural exchange is integral to the study programme. In the major modules, German- and English-

Programme content Autumn-Start | 4 semester

1 st semester	Digital Customer Management 6 credits	Organisational Transformation & Change 6 credits	Strategic Network & Ecosystem Management 6 credits
2 nd semester	Applied Research Project & Colloquium 9 credits	Web Literacy 6 credits	Digital Transformation in Society & the Economy* 6 credits
3 rd semester	Online Platforms & Interfaces 6 credits	Digital Marketing & Artificial Intelligence 6 credits	Study Week 3 credits
4 th semester	Online Business Strategy 6 credits	Online Customer Integration 6 credits	

speaking students work together to promote differing cultural perspectives and to actively work with them.

The Business Administration Foundation modules as well as the master's thesis will be submitted in English. Offers for refreshing and improving your English at Master's level are available.

It is possible to select an elective module amounting to 6 ECTS credits from another major if it is relevant to you and helps you to hone your personal profile.

Research Theory & Ethics

3 credits

Qualitative Research Methods

3 credits

Quantitative Research Methods

3 credits

Preliminary Study for the Master's Thesis

3 credits

Master's Thesis

12 credits

* or an elective module from a different major:

- Sustainable Management of Tourism & Events
- Entrepreneurial Management
- People Management & Digital Transformation

Please note: Representation applies to programme start in September; programme structure deviates slightly for study start in February.
credits = ECTS credits (1 credit = 30 hrs of work)

Programme Modules

Digital Customer Management

In most cases, the customer is considered to be the main source of corporate success. Across industries, customer-centred company management is therefore the “leitmotif” for companies of all sizes. Customer Relationship Management has proven its validity as an approach that can secure long-term profitable customer relationships through the cross-functional coordination of strategies, processes and measures. This module teaches operational methodological skills and knowledge and, in doing so, teaches ways to shape the customer orientation of a company.

6 credits, 1st semester

Strategic Network & Ecosystem Management

This module discusses strategic management in network contexts. Building on the strategic management process in organisations, students explore the specifics of management in networks and business ecosystems. They analyse the dissolution of traditionally contradictory concepts like “co-operation” and “competition” or “market” and “hierarchy”. Moreover, they learn how to create viable strategies and processes to secure the long-term success of a company and its partners within a network.

6 credits, 1st semester

Organisational Transformation & Change

This module considers the intersection of the company and its markets from a dynamic and development-oriented perspective. Changes are seen as a source of innovative technologies, services and processes and thus as a condition for securing the long-term resilience of public and private organisations. The task is to identify what needs to be changed and to plan, lead and evaluate change processes.

6 credits, 1st semester

Qualitative Research Methods

The focus of the module is on conducting a model qualitative research project and going through the steps of a qualitative research process. The students get to know selected qualitative data collection and data analysis methods. They formulate their own research question, develop a suitable research design, collect and interpret data and present the results appropriately. Furthermore, they reflect on the quality of their research using the quality criteria of relevant to research.

3 credits, 1st semester

Research Theory & Ethics

Students are introduced to the salient aspects of the philosophies underlying current research methods. Students can describe, evaluate and design research approaches in the context of this understanding. This includes the ability to use and reflect on suitable theoretical research paradigms. Students use appropriate quality criteria to evaluate research outcomes. Research ethical considerations form an important part of the module throughout.

3 credits, 1st semester

Quantitative Research Methods

Quantitative empirical methods and statistics will help future managers to initiate projects, lead them successfully and to make sound decisions based on empirical evidence. In the module, basic concepts of quantitative methods and applied data analysis are taught and applied with SPSS software. In class, contents and techniques will be introduced and reinforced in tutorials. Quantitative methods are a means to achieve well-founded results to practical business problems.

3 credits, 1st semester



Applied Research Project & Colloquium

Major-specific questions from industry are combined with research methods in this module. Research work will be done in groups and is supervised by lecturers and industry practitioners. The problems arising from live business cases are reformulated into research questions and investigated with the help of various research methods. Different research designs, tools for data processing and reflection on one's own approach are the focus of this module.

9 credits, 2nd semester

Web Literacy

The large variety and range of online media requires deeper knowledge of its effects and uses. In this module, students run a content campaign, requiring them to create text and video. Additionally, they run analytics on that campaign, adapting their tactics accordingly within their integrated communications concept. As a second requirement, they will plan, organise and run a hybrid event, applying their knowledge of both event and digital marketing in a live business case.

6 credits, 2nd semester

Digital Transformation in Society & the Economy (elective module)

The digital transformation is changing not only the economy, but also society as a whole. Economic considerations from a historical perspective form the basis of the module. Following on this, social, cultural and individual changes are highlighted and reflected upon. What impact does social media have on democracy? How is digitalisation reflected in cultural creativity - what topics are being addressed and what new offerings are being created? How do we as individuals deal with the flood of information?

6 credits, 2nd semester

Online Platforms & Interfaces

Online Platforms and Interfaces examines the significance and interrelationship of e-commerce and project management for companies. The Digital Business Management course teaches approaches from e-commerce and the platform economy that are used to analyse and solve specific problems. Project management is constantly evolving - from traditional to agile and hybrid approaches. The course conveys this bandwidth and enables students to understand project management for digital business and to apply it practically.

6 credits, 3rd semester

Digital Marketing & Artificial Intelligence

Digital marketing with Google, Alibaba or Tencent is increasingly influencing our lives: Millions of people reveal their dreams, hopes and fears every day when they ask search engines for advice. The data giants see, hear and guide people through artificial intelligence (AI). Students analyse opportunities, challenges and risks of these business models and develop research-based business cases in collaboration with industry partners. They learn goal-oriented online presence that touches the heart of users.

3 credits, 3rd semester

Preliminary Study for the Master's Thesis

The preliminary study is the first part of the Master's Thesis Project, for which it forms the basis. In their Master's Thesis Project, students prove that they are capable of independently and expertly addressing a real-life practical problem within a set period of time, with a focus on practicability and solution-finding and commitment to research and ethical principles.

3 credits, 3rd semester

Study Week

The Study Week is offered twice yearly as a capstone event for students in their final year of study. The purpose of the study week is to provide in-depth knowledge "behind the scenes" through industry partner visits, to collaborate with practitioners on a common project and to assist an industry partner in addressing their business challenges.

3 credits, 3rd semester

Online Business Strategy

Students gain insight into digital business models, both on a theoretical level and in practical implementation. Tools, methods and concepts for the analysis, development and adaptation of digital business models will be presented and explored in-depth with examples and cases (e.g. Business Model Canvas, Disruptive Innovation, Jobs Theory, Customer Value Chain and Blue Ocean). Insights will be implemented directly in the creation of a business plan for a start-up. Students' own business ideas are very welcome here.

6 credits, 4th semester

Online Customer Integration

The roles of companies and institutions as well as customers have moved closer together as a result of digitalisation. Customers are being integrated into the production of goods and services at various stages of the value chain. What drives customers and what drives companies to integrate customers is considered in the module. On the customer side, the focus is on psychological and sociological factors. For companies/institutions with a customer-centric approach, communities, co-creation and word-of-mouth marketing are central.

6 credits, 4th semester

Master's Thesis

In the Master's Thesis, students independently examine a research question and consolidate the specialist, methodological and research skills they have acquired. The Master's Thesis is the final assignment of the Master's programme.

12 credits, 4th semester

The Programme at a Glance



Basis: A bachelor's degree with at least a foundation knowledge of Business Administration. It is possible to catch up on this knowledge before or during your master's studies



Academic Master's Thesis on a theoretical or real-life research topic



An internationally recognised qualification: Master of Science (MSc) in Business Administration



A working or family commitment alongside your studies is possible:

- graduation after 3 to 4 semesters: up to 2.5 days per week
- graduation after 6 to 8 semesters: up to 3.5 days per week



Interesting career opportunities at home and abroad in digital marketing, e-commerce and consulting



Possibility to study at a university abroad for one semester on exchange



- Standard programme: 4 semesters (also possible in 3, max. 8)
- 2,700 hours
- 90 ECTS



Total tuition fee for 4 semesters: approximately CHF 3,200.–, for foreign students CHF 5,200.– (plus teaching materials and complementary events)



- In-person teaching on Mondays and Tuesdays (exception: some block courses and seminars)
- Start: mid-September and mid-February

What our experts say



“Digitalisation is constantly presenting organisations with new opportunities, but also challenges. It is precisely in communication and marketing that more digital know-how and the corresponding ability to respond in daily work is required. The OBM major ideally prepares students ideally to shape the organisations and digital business models of tomorrow.”

Robin Barraclough

Executive Vice President Europe at Emmi management AG,
advisory board university of Lucerne – economy



“During my master’s degree, I acquired comprehensive knowledge of online marketing; marketing that I can benefit from in my daily work. This was mainly due to the many practical term papers. I also value the contacts I was able to make during the master’s program.”

Andrea Della Zoppa

Graduate Major Online Business and Marketing,
Online Marketing Manager AT Thermoplan AG



“I chose the HSLU OBM Master’s Program to expand my horizons and increase my digital readiness after six years of working experience. Having completed this programme, I can see how it has been an important stepping stone in finding a career that I am truly passionate about. I would highly recommend it to anyone who is curious, creative and ready to dive deeper into the world of online business and marketing.”

Phoebe Chiu

Graduate Major Online Business and Marketing,
User Experience Architect at Bühler

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