

# Digital transformation

Responsible : Riccardo BONAZZI  
Credits ECTS : 18 (9 per semester)

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Do you dream of an exciting future filled with opportunities, but feel unsure how to get there? Digital transformation is your key! Our unique module is your launchpad into a rapidly changing professional world. Designed to be both engaging and accessible, it blends online learning with hands-on workshops to immerse you in the digital realm. We focus on action and experience: shape your own learning path by acquiring three certifications from international universities, collaborate with five real companies, and develop sought-after skills to innovate across industries, from tourism to finance. Get ready to be a driving force in the digital revolution, all within a flexible, international format. Do you want to see an example of projects done by previous students? Take a look at the video: <https://youtu.be/017SVV7IEwg>

## Professional perspectives

Our course opens doors to a wealth of exciting and high-growth careers. For students interested in tourism, we offer you the possibility to work as *Digital Marketing Manager* in hospitality or a *Community Manager* for innovative tourist destinations. Our collaboration with Crans-Montana and Switzerland Tourism will help you learn to boost tourism appeal using digital tools – a crucial skill today. For finance and accounting students, you will try roles such as *Digital Financial Analyst*, *Digital Project Manager*, or *Fintech expert*. Our ongoing collaboration with the Merge and Acquisition team at Nestlé group will give you the opportunity to master the technologies revolutionizing finance and unlock highly attractive salaries. If you have not taken a decision yet, don't worry. Throughout the module, we have already identified for you the certifications that will enhance your resume and validate your expertise to employers. These valuable credentials showcase your skills in digital marketing, digital project management and digital transformation of business ecosystems.

Do you want to hear about the experience of a previous student ? <https://youtu.be/lqgaSZHnXaE>

## Projects done and partnerships

**First semester - Hackathons in teams to tackle real-world challenges from partner companies.** For instance, tourism students have helped local firms in a tourist destination acquire new customers via innovative digital strategies, Google Ads campaigns, and implementation of customer relationship management tools. Finance students have developed digital financial analysis of prototypes for SMEs and large corporations such as Groupe Mutuel and Nespresso.

**Second semester - Specialized Company Projects.** You specialize in one role (digital marketing, digital strategy, project management, etc.) and work directly with a partner company. Examples:

- **Tourism Sector:** Creating a complete digital marketing strategy for a digital project in tourism, using CRM, chatbots, and AI for inbound marketing focused on sustainable tourism.
- **Finance Sector:** Developing a prototype of an innovative financial application, using low-code tools to support financial decisions in multi-million projects.

Here is an example of projects done for Crans-Montana : <https://youtu.be/KuX5Zb3iXfg>

**Academic partnerships:** students will be offered the opportunity to travel to London and meet experts from London School of Economics, Said Business School of Oxford and Switzerland Tourism.

## DESCRIPTION DU MODULE À CHOIX PRINCIPAL 2025/2026

<b>Titre :</b>	<b>Digital Transformation</b> Gestion de projet avec des entreprises réelles pour changer l'individu, l'équipe et l'organisation dans tous les domaines d'activité.
<b>Type de module</b>	Module à choix principal
<b>Langues</b>	Formation et certification en anglais + Projets d'équipe en français, allemand ou anglais

<b>Compétences/ objectifs pédagogiques</b>	En fonction du parcours d'apprentissage et du stage choisi, les étudiants obtiendront des compétences et des outils qu'ils pourront appliquer aux profils professionnels suivants <a href="#">* Digital strategist junior</a> <a href="#">* Digital Marketing junior</a> <a href="#">* Digital project manager for social projects</a> <a href="#">* Digital financial analyst junior</a>
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<b>Contenu et formes</b>	l'apprentissage mixte : l'apprentissage en face à face et à distance tout en suivant le concept de l'apprentissage extrême
<b>instruction:</b>	<a href="https://good-morning-ai.blogspot.com/2023/11/an-introduction-to-extreme-learning.html">https://good-morning-ai.blogspot.com/2023/11/an-introduction-to-extreme-learning.html</a> * au cours du premier semestre, tous les étudiants apprennent les trois niveaux de la transformation numérique : front-end, back-end, écosystème. Ils obtiennent des certificats en ligne * Au second semestre, les étudiants choisissent leur spécialisation et obtiennent un certificat de travail tout en effectuant un stage avec une entreprise. * Travail en équipe : les participants peuvent choisir de parler français, allemand ou anglais entre les membres de l'équipe. Certains supports de formation peuvent être en anglais.

Project 01: Outils numériques pour l'interaction avec le client	Content: Business intelligence, Digital Ads, E-mail marketing, Web design Project: Création d'une stratégie d'E-business pour une entreprise Partner: Petites et moyennes entreprises
Project 02: Outils numériques pour l'interaction avec les employés	Content: CRM, digital teams, enterprise social media, gamification/persuasive systems Project: Utiliser des outils numériques pour améliorer un processus au sein d'une entreprise Partner: Healthcare institution (clinic)
Project 03: Outils numériques pour gérer l'écosystème de l'entreprise	Content: Lean business plan; Digital ecosystems; Social network analysis; Low-code development Project: Digital platform design Partner: Industry association
Winter break	Voyage à l'étranger pour suivre un cours dans une université étrangère et rencontrer une entreprise Example 2023: Trip to London to study at UCL and do a project with Switzerland Tourism
Specialization 01: Outils numériques pour la finance	Content: AI for predictive modeling, sentiment analysis, and competitive analysis Project: Fusion et acquisition pour le soutien à l'évaluation Partner: Multinational firm in the Fortune Top 500
Specialization 02: Les outils numériques au service de la stratégie	Content: AI for industry analyses; Rapid hypotheses testing online; Project: Création d'un nouvel écosystème numérique Partner: Assurance
Specialization 03: Outils numériques pour le marketing	Content: Social media and chatbots; AI for content management; AI for CRM process automation Project: Digital marketing strategy execution Partner: Tourist destination // Toursit data operator
Specialization 04 Outils numériques pour les projets sociaux	Content: Digital inclusion initiatives; Livign lab; Digital human relations management Project: Projets de développement durable et de villes intelligentes Partner: Association à but non lucratif

### Partenaires



<b>Professeurs</b>	Prof HES-SO and various speakers from the practice International professors and MOOC
<b>Informations:</b>	<a href="mailto:riccardo.bonazzi@hevs.ch">riccardo.bonazzi@hevs.ch</a>

