HSG Master of Business Engineering Program
Qualifying High Potentials for IS-enabled Change

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**The information age:
Dawning or booming?**

Consequences for corporations

Orientation towards ideal customer processes

Integration of services
Individualized services
inform, configure, develop, implement

Focus on core competencies

Identification of knowledge sources
Collection of knowledge
Knowledge utilization

Development of business networks

Outsourcing
Identification of an appropriate position in the network
Establishment of cooperation

Reaching the critical mass

Business volume
Globalization
Establishment of leadership in a specific segment

Business model of the information age

Business Engineering projects are change projects

Business Engineers need specific, cross-disciplinary competences

Mission

- To qualify high potentials for leadership in corporate change projects
- To create a new, integrated approach to IT expertise and change management abilities
- To deliver state-of-the-art know-how in IT, IS, change management, and leadership
- To develop HSG's tight connection between teaching, research, and consulting

Layout

- Participant Profile: Age 30-40; university degree in Business Administration, Computer Science, or Psychology; Professional with a medium or large company
- 16 weeks during 18 months
 - 6 two-week-modules in Switzerland
 - 1 four-week-module at a leading US Business School
- Master thesis: Supervised, 12-month change project with the employing company
- One program (45 participants) per year, tuition 58000 CHF