

In cooperation with



Kalaidos University
of Applied Sciences
Switzerland

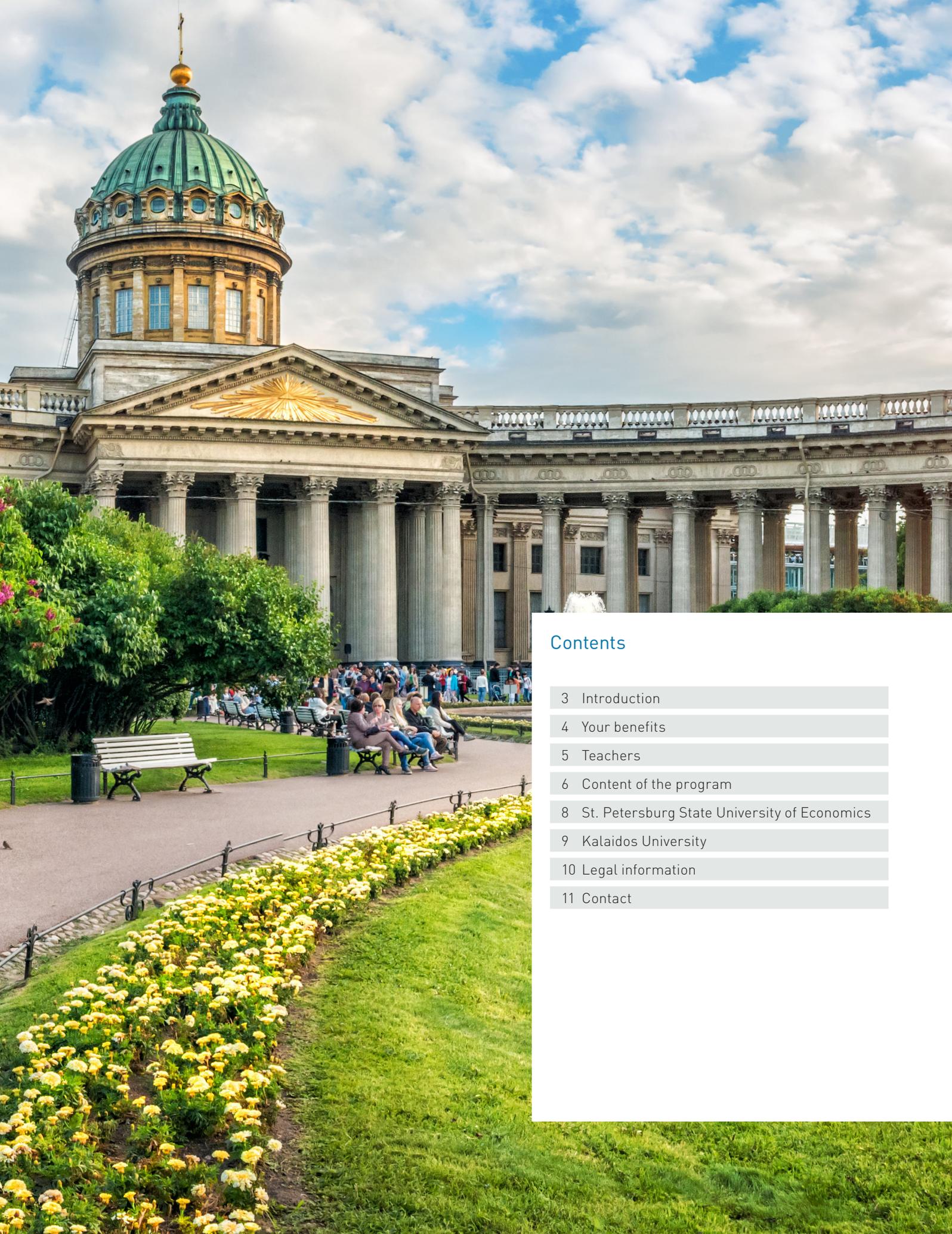
The University for Working Professionals.

RUSSIAN-SWISS JOINT PROGRAM

MBA IN DIGITAL TRANSFORMATION



Federally accredited university
of applied sciences



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DIGITALISATION IS CHANGING THE WORLD

We would like to introduce to you the new „MBA Kalaidos University of Applied Sciences in Digital Transformation“ program, implemented by UNECON together with the University of Applied Sciences Kalaidos, Zurich, Switzerland, leading to a Swiss MBA UAS (Master of Business Administration) degree.

Companies in industries are currently actively transforming to digital age. For successful transformation they need highly qualified personnel with the core digitalization skills. Our program will provide you with the decisive core competencies and innovative knowledge. We will help you to strongly contribute added value in your respective position and thus to be successful in today’s hypercompetitive market. Furthermore, our program links conceptual best practices to the concrete situation of your company industry that enable you to choose trajectory of digital development especially of your business. Highly renowned swiss specialists are ready to share the conceptual and practical expertise with you and to coach your knowledge development! They will share with you their know-how concerning...

- the key technologies and their implications for the strategies of digitizable business models;
- the possibilities to carry out innovations with the involvement of the customers (for example, design thinking, prototyping, walk-in labs);
- the relevant digital developments at the customer interface (such as omnichannelling, digital onboarding, robo advisory, app-design, new forms of customer segmentation);
- the digital optimization potentials in the middle and backoffice;
- the levers to successfully implement change in the long term, including the necessary cultural and HR aspects.

It shall be our pleasure to accompany you in the inspiring journey to successful professional future in digital age!



Prof. Dr. Tatiana Nikitina
Academic Head
Director of International Centre for Financial
Markets Research St. Petersburg State University of
Economics



Prof. Dr. Bernhard Koye
Academic Head
Director of Swiss Institute for Financial
Education Kalaidos University, Zurich,
Switzerland

YOUR BENEFITS

Why should you choose our program „MBA UAS in Digital Transformation“?

Locations

Classes are held in St. Petersburg State University of Economics' campus, which is located in the center of St. Petersburg, the most European city in Russia. Situated on the board of East and West, it becomes a perfect place for international networking. An inspirational trip to Switzerland combines the visits of the digitally most advanced companies, Crypto valley and Kalaidos University in Zurich and provides first hand applied best practice knowledge.

Ideal work-study balance

When designing the program, we have taken into account the challenges of working professionals to find an ideal work-study balance. Our program format enables you to minimize the amount of time away from work and allows you to continue your professional career while pursuing a MBA UAS degree.

Swiss quality and recognition at world level

Your MBA diploma is recognized worldwide based on the accreditation of the Swiss government. Furthermore, the program is a platform for international business contacts which multiply your success.

Applied character

Gaining practice-oriented know-how during the program, exchanging ideas with speakers from the business world as well as sharing experiences with a stimulating and professional participant group will help students to leverage their full career potential. In addition, the program takes into account the specifics of the fields of activity of the participants, offering personalized advice and individual coaching which maximizes the return on investment in the development of the company.

Experts

The program is taught by prominent academics and professionals in the field of digitalization and transformation management. Being simultaneously lecturers at Swiss universities and successful entrepreneurs, investors and consultants for world leading financial, IT and consulting companies with brilliant reputation, our experts professionally apply scientific approaches and theory for actual practical task solving.

Successful implementation of Swiss know-how in Russian practice

Russian teachers from UNECON will help you to implement and gain knowledge in Russian practice considering specifics of the Russian market, law and mentality. Special guests from industries will share their experience and success stories.

TEACHERS

Prof. Dr. Bernhard Koye

Prof. Dr. Bernhard Koye is Director & Founder of the Swiss Institute for Financial Education (SIF) at Kalaidos University and holds the Chair for Business Model Innovation & Transformation. His PhD is regarded as a break-through publication for business model transformation in the 21st century and also inspired the development of the Business Model CANVAS. Prior to his role at SIF, Bernhard acted as Head of Executive Education at the Swiss Finance Institute (a foundation of Swiss banks for top management development); as key position holder at UBS Global Wealth Management in the department of market strategy and development and as digital transformation coach for large global organizations such as SGS, Daimler and various banks. Furthermore, Bernhard also acted as a head coach for the Swiss tennis junior team before his professional career in finance.



Prof. Dr. Tatiana Nikitina

Prof. Dr. Tatiana Nikitina acts as Director of the International Center for Financial Markets Research, as Director of the Russian-German Center and as Scientific Advisor of the master program "Banks and Assets management" at UNECON. She is a Professor of the Department of Banks, Financial Markets and Insurance and simultaneously a guest lecturer at Goethe University (Frankfurt, Germany), Friedrich Alexander University (Nürnberg – Erlangen, Germany) and Kalaidos University (Zurich, Switzerland).



Peter Bauer

In his professional career, Peter Bauer has accumulated extensive experience in the field of client-centricity, a core principle for any digital transformation process. Over the years, he held the position of head of marketing and client relationships director in such companies as 3M, Philips, Luzerner Kantonalbank and Credit Suisse. Today he is a lecturer and guest speaker at various conferences. As an expert, he works with companies, consulting them in the field of digital transformation and with an accent on marketing aspect.



Katharina Berger

Katharina Berger is Technical Director for the CAS UAS in "Innovation Management for the Financial Industry" at the Swiss Institute for Financial Training (SIF) at Kalaidos University of Applied Sciences in Zurich, Switzerland. Until 2019 she was Innovation Evangelist at Deutsche Bank and previously Head of Design Thinking at Deutsche Bank for nearly 10 years. Her functions included trend research to identify new innovative methods and to contribute them to the bank digital transformation. Basing on her experience, Katharina organizes and conducts design thinking workshops for the companies and connects the entire innovation process by networking different innovation teams.



Alexander Wirth

Alexander Wirth is the Director of the center of competence "Next Generation Finance" and Technical Director of the CAS UAS "Digital Insurance" at the Swiss Institute for Financial Training (SIF) at Kalaidos University of Applied Sciences in Zurich, Switzerland. Besides, he currently also acts as Project Leader "Digital Ecosystems" within an SIF research project on wearables funded by Innosuisse, the Swiss governmental innovation promotion agency. As Managing Partner he runs the strategy and transformation consulting boutique blended experience and he supports Swiss Post by developing and implementing digital- and platform based business models. He carries 25 Years of experience in the Financial Services Industry.



Dr. Michael Fischbach

Dr. Michael Fischbach is Director of Studies for Digital Financial Ecosystems at the Swiss Institute for Financial Education (SIF), Kalaidos University, Zurich. Michael is the founder and CEO of indivio AG, a strategy and technology consulting boutique in Switzerland. He has been advising leading companies in strategic and technological transformation affairs for more than 15 years and worked for various international institutions across the banking, manufacturing and pharmaceutical industry. He worked as a researcher at the Massachusetts Institute of Technology (MIT), exploring real-options-based digital transformation valuation approaches. In his free time, Michael is a passionate long-distance triathlete, diver and seawater aquarist.



CONTENT OF THE PROGRAM

30 % of the study period take place in the form of face-to-face lessons. The remaining 70 % consist of individual practice projects, group work and self-study. The presence events are held in St. Petersburg on the campus of the St. Petersburg State University of Economics. The participants are invited to work on preparation and transfer orders. Through the interweaving of face-to-face teaching with self-study, written work and individual practice pro-

Digital Transformation 1

Digitalisation:

Strategic Overview
(Prof. Dr. Bernhard Koye)

- The new Dynamics of the Digital Age
- An overview on Success Factors for Organisations and Individuals
- Successful digital transformation as decisive USP
- Problem-Solving Capabilities
- Practical Implications and Examples

Digital Transformation 2

Strategy & Business Modelling

as Framework to derive Successful USPs
(Alexander Wirth)

- Development of Successful Business is a combination of Strategy and Network-processes
- Digital Strategy: Business Modelling as core success factor
- Digital Processes: Networked Process Management as pre-requisite for success
- Digital Ecosystems: The new paradigm
- Practical Implications and Examples

Digital Transformation 3

Technology

as Core Driver of Change
(Dr. Michael Fischbach)

- Technology trends: Essential development and strategic impacts
- Technology architectures: current state in organizations and impact on digital transformation
- Digital transformation in organizations: approaches, techniques and success factors
- Deepdive: Blockchain and AI
- Practical Implications and Examples

Digital Transformation 4

Innovation

as Core Methodology
(Katharina Berger)

- Innovation as core Element for future Success
- Instruments: Design Thinking, Customer Journey, Stakeholder Mapping, Personas, Empathy Map and Customer Value Proposition
- Realisation: Creating a Point of View, Prototyping and Enduser Testing, Product Value Proposition and Business Modelling
- Practical Implications and Examples

jects, there is the possibility of experiencing a sustainable transfer of knowledge. During the educational process, you can develop concrete digitization aspects of your company as part of the seminar work, or, alternatively, deepen your know-how with regard to innovation and digital business models through a study visit to Zurich and the Crypto Valley in Zug.

Digital Transformation 5 Client Centricity as Key Success Factor (Peter Bauer)	Digital Transformation 6 Transformation: How to make it happen for Organisations and Humans (Bernhard Koye)	Switzerland 1	Master Semester	Switzerland 2
<ul style="list-style-type: none"> • Digital Marketing and Solution Development: The outside-in view for effectiveness • Implementation: The inside-out view for efficiency • Channeling as core aspect for client retention and revenue generation • Practical Implications and Examples 	<ul style="list-style-type: none"> • The new paradigm of Transformation • Culture in Digital age • Organisational Development, Group Dynamic and Self Management as dimensions of Transformation to organisational and personal success • Concretisation for Participants and Organisations • Practical Implications and Examples 	<ul style="list-style-type: none"> • Presentations and Feedbacks • Swiss prospective for Modules 1-6 • Companies visits • Kick-off for Empirical Work and Master Thesis 	<ul style="list-style-type: none"> • Realisation of master thesis project • Empirical work • Personal development plan: leadership and soft skills • Networking 	<ul style="list-style-type: none"> • Presentation of Master Thesis • Graduation

Partner of the Program

ST. PETERSBURG STATE UNIVERSITY OF ECONOMICS (UNECON)



St. Petersburg is the world center of scientific and cultural cooperation. The city is the venue for an economic forum, as well as a financial, cultural and innovative international forum.

St. Petersburg State University of Economics (UNECON) is established as a result of measure (2012) of three ancient educational institutions: St. Petersburg University of Economics and Finance (1930), St. Petersburg State University of Economics and Engineering (1930) and State university of services and economics (1999).

St. Petersburg State University of Economics is a recognized leader in economic and financial education not only in Russia, but also in the international market, cooperating with almost 250 foreign universities. In addition, UNECON actively participate and coordinate the networks, such as: Eurasian Association of Universities, Baltic Sea Region University Network, ASREU: Association of Sino-Russian Economics Universities and others.

The graduates of UNECON are famous politicians, businessmen and top-managers of big companies: Gazprom, Russian Railways, Severstal, Siemens.

University is situated in the historical building of first State Assignment Bank in the heart of St. Petersburg where today you can enjoy the lavish architecture, high art and wild nightlife of the city.

Partner of the Program

KALAIIDOS UNIVERSITY ZURICH, SWITZERLAND



Kalaidos University of Applied Sciences is the first private university officially accredited by the Swiss Federal Council as one of only eight universities of applied sciences in Switzerland.

Here are some facts about Kalaidos University:

- The university is fully enabled to grant **ECTS credit-points**
- Kalaidos University is federally accredited
- **Market leader in Executive Education in Switzerland with 20 % market share**
- Legally part of the Kalaidos Education Group with around 25'000 students and a turnover of 174 Mio CHF
- Main campus in **Zurich, Switzerland**
- Staff within Kalaidos Group: more than 3'300 speakers, most of them with working experience in the economic sector; more than 550 administrative staff
- Cooperation e.g. with Credit Suisse, UBS, Swiss National Bank, PwC

Kalaidos University of Applied Sciences
accredited by



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

evaluated by



swiss agency of
accreditation and
quality assurance



Federally accredited university
of applied sciences



**Kalaidos University
of Applied Sciences**
Switzerland

The University for Working Professionals.



LEGAL INFORMATION

Legal framework

The program is implemented by the International Center for Financial Markets Research of St. Petersburg State University of Economics (UNECON), in the framework of the cooperation between UNECON and Kalaidos University, Zurich, Switzerland (Memorandum of Understanding from 24.10.2014, Annex about Joint MBA Program from 13.09.2018). It includes receiving an internal Certificate of UNECON and CAS/MBA/EMBA UAS of Kalaidos University in specialization of Digital Transformation.

Languages

The language of teaching is English. You can discuss your project with Swiss experts also in German or French. As additional service professional simultaneous translation is available.

Conditions for entering the program

Participants should have a Master's or Specialist's diploma confirmed by the commission from UNECON, relevant experience in work (for EMBA at least 2 years on the leadership position, for MBA 0-2 years) and pass interview.

Education process

The blended form of education, which is used at our program, involves a set of intensive work courses led by the Swiss teachers in St. Petersburg together with extensive materials for self-study. All the knowledge that participants acquire on the program should be implemented in their companies. In addition, the program develops network competences, so participants will work in groups. The final presentations and tests at the end of the courses will take place in Switzerland during a short-term trip. After that, participants will get the Certificates of Advanced Sciences Kalaidos University of Applied Sciences (CAS UAS). Those of them who want to get MBA/EMBA status will continue the education process with working on master projects in Digital Transformation. To support communication with the scientific supervisor from Switzerland, Skype will be available throughout the program. The presentations of master projects and handing the diplomas will be organized in Zurich during the second short-term trip together with all master students of Kalaidos.

We use individual approach to each customer: in-house education, remote visiting of classes, flexible graphics can be discussed and provided to make the getting of knowledge not only useful and productive but also comfortable process.



CONTACT

Academic Heads of Program



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