



HEC LAUSANNE

understanding the economic world
to look toward the future

Unil

UNIL | Université de Lausanne
HEC Lausanne

ALISE

Analytical Thinking

Leadership

International Openness

Sustainability understanding

Entrepreneurship and innovation

“If we were to give a name to the expertise and know-how taught at HEC Lausanne, I would suggest ALISE. Each letter symbolizes the main axes of the economic thinking studied at HEC Lausanne.”

Jean-Philippe Bonardi, Dean

HEC Lausanne

Since 1911, HEC Lausanne has been training future executives and business leaders to become active players in the world of business and economics. HEC Lausanne also prepares students who wish to pursue an academic career.

Recognized as one of the top management and economics schools, HEC Lausanne distinguishes itself through its top-class education and excellent research. At the heart of its mission, this synergy between teaching and research has ensured the School's success for more than 100 years. HEC Lausanne uses research to train competent and responsible executives and entrepreneurs, and also to advise organizations, businesses and policy makers.

The place the School and its programs occupy in international rankings and scientific journal publications attests to the quality of its training and research, as do the accreditations it has been awarded by the prestigious EQUIS and AMBA organizations.

Enjoying a strong international reputation, the dynamic HEC Lausanne intends to continue its development as a leading public institution in integrated management and economic training at the European and global levels.

more than 100 years of history

In 1870, the *Académie de Lausanne* (which would become the University of Lausanne 20 years later) began to offer economic science. The program was taught by **Léon Walras**, a pioneer of the first economic equilibrium theories and the Chair of Political Economics, at that time attached to the Faculty of Law. It was his disciple, **Vilfredo Pareto**, who succeeded him in 1893.

HEC Lausanne, then called *École des Hautes Études Commerciales*, was officially founded in **1911**. There was an intake of 12 students for the first academic year.

These two brilliant economists, Walras and Pareto, will forever mark the School's history. Founder of the "École de Lausanne", Léon Walras was the first to introduce the use of mathematics in economics. While the "École de Lausanne" disappeared as such in the 1920s, it enabled Walras and subsequently his successor, Pareto, to create the foundations of the way economics is taught today at HEC Lausanne.

fields of research and teaching

MANAGEMENT

- Strategy, organization & leadership
- Business analytics & operations management
- Business Ethics and sustainability
- Marketing & consumer behavior
- Accounting & tax
- Business law, regulation and lobbying
- Biology, evolution and decision-making
- Entrepreneurship and enterprise creation

ECONOMICS & FINANCE

- Macroeconomics and monetary policy
- Enterprise finance and market finance
- Fintech
- Actuarial science
- International, regional and development economics
- Public economics and federalism
- Microeconomics, behavioral and experimental economics
- Health economics and management

TECHNOLOGY

- Cryptography and cybersecurity
- Big Data
- Digital humanities
- Digital transformation
- Innovation and new business models
- Information systems management

research with high impact

Conducted by more than 350 researchers, research at HEC Lausanne aims to **understand the fundamental mechanisms of our economic world and to explore the behaviors that determine individual decision-making**. Striking a balance between academic rigor and creativity, this research contributes significantly to scientific and economic debates, as well as new ways of thinking. Integrated into the teaching curriculum, it provides students with a strong analytical mindset, a major asset for tomorrow's business leaders.

The research community at HEC Lausanne is made up of a wide range of experts, including economists, sociologists and psychologists. Recognized for the excellence of their work and academic background, they are among the leading specialists in their fields.

The articles of our researchers appear regularly in the most internationally selective and prestigious scientific journals such as the *Academy of Management Journal*, *Econometrica*, *Journal of Finance* and *American Economic Review*. Each year, the Swiss National Science Foundation (SNSF) finances a selection of research projects. For example, in 2018, 16 projects of 18 researchers received subsidies totaling more than 9 million Swiss francs.

RESEARCH FOR COMPANIES AND SOCIETY

Research at HEC Lausanne plays a central role in society as well as the political and entrepreneurial worlds.

Through their work and research, academic experts help policy makers, decision makers, and business leaders make the best decisions to fit the current economic and social context. The School also has several laboratories and applied research institutes, which are centers of expertise serving companies and the public. For example, the publication of cyclical studies and forecasts for Switzerland is just one of the many services provided to companies and public authorities by CREA, the Institute of Applied Economics. The Future Skills LAB, launched in 2019, identifies the evolution of the different professions to define new skills to be developed.

Research activities conducted within HEC Lausanne have a significant impact in areas such as corporate ethics and governance, tax policy, management techniques, cybersecurity and industrial supply chain management.

WWW.HECIMPACT.CH

The website to learn more about the research at HEC Lausanne through various articles geared to practitioners.

a partner of choice for a successful career

Renowned for the quality of its teaching and the expertise of its faculty, HEC Lausanne trains top students who will be able to distinguish themselves through their analytical abilities and critical thinking skills, essential components for an entrepreneurial mindset and a strong asset for future employers. While teaching at HEC Lausanne favors a scientific approach based on research, it also involves practitioners in many areas such as entrepreneurship, finance and marketing.

Training forward-looking specialists, who are capable of incorporating the perpetual changes in our world into their approach and strategy, is also part of HEC Lausanne's priorities in terms of teaching. As a result, the School regularly updates its programs and runs numerous courses that stand out for their innovative design. By revamping its Master's programs in finance and management, for example, and with the introduction of new specialist options in financial entrepreneurship and business analytics, HEC Lausanne is providing a solution that is perfectly aligned with current and future market needs – a solution in which the School trains cutting-edge specialists in finance and management, who are equipped to capitalise on the potential represented by areas such as Fintech, the emergence of new technologies, globalisation or the explosion of Big Data, as well as responding to the major challenges associated with sustainability.

HEC Lausanne is also very active in the field of executive education, where it regularly offers innovative programs, such as the Certificate in Management and Leadership (CAS), a real springboard to the future, which aims to help participants understand the issues associated with the disruptions in our world to become true visionaries.

The professional success of HEC Lausanne graduates testifies to the quality of the School's programs. Among its 14'000 alumni, we find well-known names in business, start-ups, economics and research, with past students occupying roles as presidents, board members, CEOs, directors, consultants, auditors, start-up founders or researchers.



"I have taken away two major strengths from HEC Lausanne: first of all, its academic rigor, which allowed me to acquire technical skills and a critical and analytical mindset that I use on a daily basis. Then, the faculty environment, which is very rich, thanks in particular to the student associations and the many connections with local enterprises. HEC Lausanne has therefore given me all the keys to meeting current and future challenges, whether in terms of accounting and finance expertise or in my relations with clients."

Cléo Salard

Graduate 2018, Master in Accounting, Control and Finance, Industrial Audit, PwC



bachelors

- Bachelor in Economics
- Bachelor in Management

masters

- Master in Accounting, Control and Finance
- Master in Law and Economics
- Master in Economics
- Master in Finance
- Master in Management
- Master in Actuarial science
- Master in Information systems
- Master in Legal Issues, Crime and Security of New Technologies

doctorates

- PhD in Business Analytics
- PhD in Economics
- PhD in Finance
- PhD in History and Philosophy of Economics
- PhD in Management
- PhD in Actuarial science
- PhD in Information systems

EXECUTIVE EDUCATION
AND LIFELONG LEARNING



executive MBA and other executive masters (MAS)

- Executive MBA, focus in Management and Corporate Finance
- Executive MBA, focus in Healthcare Management
- MAS in Sport Governance (MESGO)
- MAS in International Taxation (MASIT)
- MAS in Health Science and Organization

executive certificates and diplomas (CAS/DAS)

- CAS/DAS in Strategic Marketing and Communication
- CAS in Management and Leadership
- CAS in Data Science and Management
- CAS in Finance and Accounting

short and tailor-made programs

3'180
students

Bachelors
(1'530)

Masters
(1'070)

**EMBA,
continuing
education**
(440)

Doctorates
(140)



developing an entrepreneurial mindset

As an integral part of its mission, HEC Lausanne develops, fosters, and nurtures an entrepreneurial mindset amongst its students through a variety of channels; in addition to its teaching and research, it supports the student associations which are the key drivers promoting entrepreneurship through a number of activities and events, such as the Prix Strategis, Concours START and the Entrepreneurship Week.



ENTREPRENEURSHIP ACCELERATOR

Launched by HEC Lausanne, the UNIL entrepreneurship accelerator is part of this mission.

Open to all students, graduates, doctoral candidates and postdoctoral fellows, and overseen by HEC Lausanne, the UNIL accelerator helps participants transform a project into a company, evaluating the feasibility and appropriateness of a market launch in the short-term.

multidisciplinary programs

HEC Lausanne has developed numerous partnerships with other faculties of the University of Lausanne, whether in the field of law, health, governance in sport, or geosciences. The School also maintains close relations with advanced teaching and research institutions, such as the EPFL, which is located closeby. These exchanges have resulted in various multidisciplinary programs and training courses, in particular at the Masters and continuing education levels.

firmly anchored in the economic fabric of the region

Positioned at the heart of one of the most dense and dynamic entrepreneurial eco-systems in Switzerland, HEC Lausanne has developed numerous partnerships with businesses – multinational companies, SMEs and start-ups – as well as with organizations and public authorities in French-speaking Switzerland; the focus is on continuing education, fostering talent, and providing advice and expertise.

The School also forges close links with the business world through **its alumni network** and **Career Center**, the latter of which helps match students and partner companies with the aim of placing students in internships and promoting recruitment opportunities. The **Executive Education** area ensures regular contact with companies and organizations which use its services to train their managers and executives.

HEC Lausanne carries the Business School Impact System (BSIS) Label, earned through the evaluation of external experts, attesting to its significant contribution to the economy of French-speaking Switzerland and to the social and intellectual fabric of the region.

HEC Lausanne integrates key players in the local economy – executives and entrepreneurs, including its own alumni – into its governance system. Grouped together on the Business Advisory Board, they advise the deanery on strategic issues.



international influence

HEC Lausanne's international exchange programs, training programs, and scientific partnerships throughout the world attest to its strong international focus. With a majority of its professors and almost half its students from abroad, this international spirit is firmly embedded in the School. Students and researchers also find multiple opportunities at HEC Lausanne to enhance their academic journey, thanks to more than 150 exchange agree-

ments between the School and UNIL with leading universities and institutions all over the world, like Columbia University in United States, Bocconi University in Italy, Zhejiang University in China or Waseda University in Tokyo. HEC Lausanne is also a member or partner of various organisations such as swissnex and the SCANCOR consortium, the latter of which is hosted by Stanford University.



Among the actions taken to reflect, as closely as possible, the major changes taking place as a result of globalisation, HEC Lausanne has launched a centre of expertise aimed at encouraging exchanges and cooperation between Swiss and Chinese universities and businesses, the China Economics and Finance Center (CEFC), creating strong links with China and its institutions.

Thanks to the international QTEM (Quantitative Techniques for Economics & Management) network, of which it is a co-founder, HEC Lausanne links a selection of its Master's students with universities and companies all over the world. The program, which is organized around two stays abroad and one internship, enables participants to develop their skills in analytical and quantitative techniques in an international context.



an active and committed student body

Today, more than 3'000 students are enrolled in HEC Lausanne's programs. Thanks to its value system and close relationship with its students, HEC Lausanne seeks to include them in the life of the School. This means involving them in the day-to-day activities of the institution, hiring assistant students for teaching and various services, and involving representatives of the student body in the recruitment of professors and in the evaluation of programs.

STUDENT ASSOCIATIONS

Student life is remarkably rich at HEC Lausanne with more than twenty active associations on campus. Created and managed by the students, close links are forged with the professional world and entrepreneurial ecosystem; this affords future graduates the opportunity to apply their knowledge and create their networks during their studies. The many activities and events organized throughout the year enhance and enrich the daily life on campus.

THE CAMPUS

Located in a beautiful natural setting between the lake and mountains, the campus offers exceptional opportunities for sporting, cultural and leisure activities.



HEC Lausanne in brief

- Excellence in teaching which provides a solid foundation for future careers
- High level research with 350 researchers
- Strong international influence: more than 150 international academic partnerships and 450 exchange students every year
- Firmly anchored in the business world through its network of 14'000 alumni and close links with companies, organizations, and public authorities in Switzerland and abroad
- More than twenty student associations, all of which are very active on campus
- A Career Center that serves as a point of contact between students and companies
- A continuing education platform with the Executive MBA and Executive Education

USEFUL LINKS

- University of Lausanne: www.unil.ch
- Insights from research at HEC Lausanne: www.hecimpact.ch
- Executive Education: www.execed.unil.ch
- Executive MBA: www.unil.ch/emba
- HEC Lausanne Career Center: www.heccareercenter.ch
- HEC Lausanne Alumni Association: www.alumnihec.ch

PHOTOS

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