Education has no point
unless it changes people's lives.

ORIENTING FOR THE DIGITAL WORLD

A Digital Revolution on the Rise

India is one of the fastest growing digital economies in the world with over 45 million Internet users, growing at a CAGR of over 7%. This is further propelled by rising smartphone penetration, the launch of 4G networks and the increase in consumer wealth. The digital revolution that is underway, also referred to as the "Internet Economy", will generate the biggest market potential and job opportunities in India.

The e-commerce industry that showed a stronghold in India is a part of this digital revolution, a market that is expected to grow from US$ 38.5 billion in 2017 to US$ 188 billion by 2025, according to Analyst reports.

By 2020, more than 40% of the Indian urban households will use home automation/energy management solutions, propelling the scope of digital businesses in India. The Digital Economy in India is expected to generate new market growth opportunities, jobs, and become the biggest business in the next 30 to 40 years. India has thus shown promise and proved its leadership in digital technologies over the past decade.

GROWING NEED FOR DIGITAL BUSINESS PROFESSIONALS

Digital Progression in India

The next leg of digital progression in India will be driven by high-potential areas such as frugal innovation, open source software, local language computing, and scalable enterprise solutions for "smart" cities or villages. Automation, big data, IoT and artificial intelligence enabled by the application of digital technologies could transform the Indian economy and improve productivity.

50%

Additional workforce is required by the IT industry alone. Similarly, other industries are adopting digital strategies to propel and grow in a dynamically changing market place.

For the next 3-5 years
there will be a scramble for digital professionals due to skill shortage in sectors such as IT, FinTech and e-commerce. Automotive companies too are relying on AI, analytics, business intelligence and Cloud for industrial automation.

Career and business opportunities in the digital space are only going to multiply over the next decade as innovative ways of imbibing digital into our lives are emerging every day!

MESSAGE FROM THE DEAN

Leading the Change

A future world is already thrust on us due to the compression of time; a world on the fulcrum of the Digital. This nano-speed of the passage of time requires resources of technology-savvy, digital competence, having youthful wisdom, tempered with a multidisciplinary worldview.

Our global partners, HETIC Paris, has been traversing the Digital Divide for over 20 years, with foresight and resilience. On one hand, India, with its ever-increasing, multi-talented and technologically-skilled youth, has the unique opportunity of solving a plethora of issues of its vast social milieu; on the other, HETIC India is ideally-placed to arm and strengthen the nation's youth to provide solutions to these persistent social and business problems; either as entrepreneurs or skilled resources of organizations, which are actively confronting these problems.

The foundational pillars of our programs are technology, business, design, and humanities; developing rounded graduates who are digitally-skilled, with robust business acumen; having continually interned at digital organizations, guided by international teachers, submitting projects in all semesters and peer-assessed and mentored through International Student Projects.

Our graduates today, will create the world that we will live in tomorrow.


Nirmaalya B Biswas
Dean – HETIC India

HETIC, A SCHOOL WITH A DIFFERENCE

Combining Business, Engineering and Design Studies

In 2001, France saw the emergence of the internet. Feeling that this new sector would be the catalyst for major changes in our society, the founding members decided to create HETIC, an innovative school which would meet the needs of this emerging market by continuously being reinvented and improved.

17 years and 1,200 graduate students later, HETIC is now the benchmark for digital schools in France and Europe. This success has led the school to expand its presence around the world, starting with India.

With the intent to contribute to and participate in India's digital growth, HETIC in association with iNurture Education Solutions and Jain (Deemed-to-be University), has launched its flagship 3-year BMS in Digital Business program in India. Through this, HETIC endeavours to tap into India's digital talent pool.

BUSINESS

+

ENGINEERING

+

DESIGN
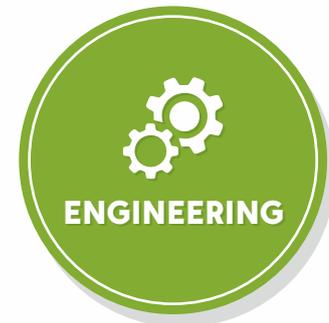
STUDENTS AT THE CENTRE

Of the School and the Teaching System

At the end of every term and every year, we give students from each year group the opportunity to evaluate the tutors, the quality and usefulness of the subjects taught and the school's teaching approach itself, through questionnaires and a meeting with the school's Director. These numerous communication opportunities allow us to be responsive in terms of adapting the program according to students' needs and improving both the program and the services we offer year-on-year.

As a result, almost 30% of courses are removed from the program every year and replaced with more up-to-date topics.

The school's careers service supports students in their inquiries and helps build their confidence and professionalism, through meetings with companies, personalised help with finding work placements, training scheme contracts and even jobs.

NO SPINNERETS, NO OPTIONS

Multidisciplinary 3-year Training

Because the worlds of the internet and multimedia technology are continuously changing and because most of the jobs and technologies that will matter in the future do not yet exist, our goal is to train high-level experts capable of foreseeing these changes and of adapting so that they can react accordingly.

In order to acquire this rare ability, comprehensive, interwoven skills must be acquired in four separate but closely linked fields – internet technology, digital creation, design, and management.

With a focus on project-centric learning, each intensive project period ends with students presenting their creations to a panel of professionals. This improves the quality of their oral presentation and helps them to speak in front of an audience with ease.

The curriculum is firmly focused on strengthening students' career prospects and they put their knowledge into practice systematically through intensive workshops and real-life web projects.

BMS in DIGITAL BUSINESS

The Path to Digital Leadership

The BMS in Digital Business program gives students a strong foundation in business knowledge and skills in the first year, before focusing on digital business management in years two and three.

Each of the three years of the program is designed as a stage and each of them takes students into the heart of the business world from the first year onwards. The technical and theoretical foundations that every future web manager will need are laid immediately.

The teaching and learning pattern allows students to progress at a pace suited to their individual needs and to work on their own initiative in areas of interest. It aims to,

- Introduce students to the techniques of researching, organizing and presenting their work
- Stimulate logical thinking and critical analysis
- Develop a sense of responsibility for attaining the set objectives.

The content of the course is founded on sound theoretical underpinning and includes experience-based and hands-on forms of learning such as case studies, project work, and assignments. An expert tutor team offers its support on both individual and a group basis.

PROGRAM OVERVIEW

Operational and Cultural Perspective of Business

Dual pedagogy of 'Learning by Designing' and 'Blended Teaching' with academic rigour is aimed at producing world-class Digital Design professionals for the global market

Programs endorsed by industry leaders and stalwarts

Industry aligned and focused curriculum; 30% of the curriculum revamped every year

The uniquely blended curriculum combines areas of technology, digital communication, design, marketing, communication, and innovation

70% practicals-led training with hands-on sessions

Intensive weeks per semester, where students form teams and work on live industry projects

CURRICULUM

Inventively Crafted. Judiciously Designed

CORE

- Business Accounting
- Human Capital Management
- Introduction to Programming
- Digital Marketing
- Internet and Developing for the Web
- Digital Expertise
- Intellectual Property Rights (IPR)
- Digital Business Management
- Business Negotiation
- Business Research Methods
- New Trends and Technology
- Advanced Digital Marketing
- UI/UX Design
- Digital Business Planning
- Digital Transformation Management
- Strategic Design

Discipline Specific Electives

- Advanced Web and Mobile Development
- Advanced Product and Services Marketing / Strategic Marketing
- Emerging Technologies - Artificial Intelligence, Robotics, AR/VR, Internet of Things

Generic Electives

- Digital Entrepreneurship
- Knowledge Management
- New Media
- Behavior in Society
- E-Commerce
- Project Management

Skill Enhancement Courses

- Mind Management & Human Values
- Creativity & Innovation Management
- Entrepreneurship
- Web Development
- Mobile Development
- Big Data and Data Visualization
- Managerial Effectiveness

PROGRAM OBJECTIVES

Broadening Students' Expertise in Business

1 Training students to understand all facets of Digital Business through marketing, technical, design, business, financial and human dimensions.

2 Acquiring knowledge in core management subjects with specific emphasis on Internet Economy sectors.

3 Attaining basic proficiency in key roles in this sector and the methods and processes through which they are delivered.

4 Enabling future graduates to take action in management positions.

5 Developing a network through conferences, public forum, networking and master classes.

6 Practicing effective sales techniques and procedures including marketing, public relations, and entrepreneurship within the industry-specific techniques.

ADDITIONAL **INCENTIVES**

Stepping Ahead of the Rest

Industrial visits

Industrial visits are organised for students to give them real-time exposure to the ground-level functioning of an e-commerce business. This will prepare them for the challenges that they can expect to face while setting up their own business. Students have planned industrial visits to e-commerce start-ups /businesses in Bangalore starting from the first year of their pedagogical journey.

Soft skills and business communications

Soft-skills and Business Communication are taught to students from day one. This is to groom them into successful entrepreneurs by teaching them body language, presentation skills and grammatically correct spoken and written English. Students are also encouraged to take up additional foreign language keeping in mind their future business goals.

Intensive project weeks

Intensive week projects are undertaken by students in groups with differing skill sets and domain expertise. This enables them to develop entrepreneurial, managerial, technical and communication competencies critical to fast-track growth in the digital industry. Also, by working together, students are able to foster critical business skills such as team management.

PROGRAM OUTCOMES

Developing Leadership and Strategic Thinking

Upon successful completion of the BMS in Digital Business, graduates should be able to:

- Develop policies and practices that are aligned with organizational goals and objectives in both traditional and digital business settings.

- Critically evaluate a business situation to identify opportunities and constraints to make it a digital business.

- Demonstrate an understanding of the skills needed to manage digital business functions by applying the knowledge gained within many management functions.

- Develop, implement and monitor initiatives aimed towards improving the quality, effectiveness and efficiency of people, processes, functions or business units within the framework of a Digital business.

- Demonstrate essential employability skills including teamwork, creative thinking, communication and reasoning skills, and an ability to apply these skills in domestic as well as global contexts.

ADMISSIONS PROCESS

Three-Step Initiation into HETIC

HETIC has a three-step admissions process. We take into consideration the candidate's complete profile: human qualities, personality, enthusiasm, and passion for the digital world are just as important as academic results. Each class is therefore unique thanks to the rich diversity of carefully chosen students coming from a variety of backgrounds and horizons.

1 APPLICATION:
The first step of the admissions process consists of completing the application form.

2 TESTS:
Tests generally take place in the morning following a warm welcome. Candidates must take four written tests: General knowledge, Web and IT culture.

3 INTERVIEW:
Candidates have the opportunity to express their motivation and potential during an open discussion which lasts approximately forty-five minutes.

Once the form is completed, students will be contacted by our career experts. They will have a talk with them about their actual studies and situation. At the end of the quick talk, they will propose a date to meet and complete the three-step admission process.

EMPLOYMENT OPPORTUNITIES

Beginning Careers That Last

HETIC liaises closely with its business partners, who participate in designing the courses and building students' professionalism. HETIC develops special relationships with its partners, which spark numerous events throughout the year.

For students, these are all opportunities to forge ties that will help their future careers, while the companies save a considerable amount of time on the recruitment of their future employees.

Digital Business opportunities are exponentially increasing in India with top names in Retail, Banking, IT, Telecom, etc. looking for professionals with digital capabilities in technology, design, marketing, business management, customer acquisition, operations, etc. There are also huge opportunities for entrepreneurs in India coming out with digital products and services.

A partial list of companies where students can expect employment:

OUR GRADUATES

Our Best Advertisement

The school's careers service supports students in their inquiries and helps build their confidence and professionalism, through meetings with companies, personalised help with finding work placements, training scheme contracts and even jobs.

HETIC graduates, now in positions of responsibility, are a huge asset, as there are currently several hundred of them spread across the globe in all industries and service sectors. They get involved in teaching and often contact HETIC with work placement or job vacancies.

Some of the job roles for graduates of the BMS in Digital Business program include,

- Project / Program Manager
- UI / UX Designer / Developer
- Motion Designer
- Data Designer
- iOS / Ruby / PHP Developer
- Social Media Marketer
- Web Marketer
- 3D Graphic Designer / Animator
- Internet Marketing Specialist
- Online Product and Marketing Specialist
- Web Marketing Specialist
- SEM / SMM / DM Specialist / Manager
- Search Engine Marketer / Optimizer

STUDENT TESTIMONIALS

Esteemed Alumni Across the Globe

Benoït Vidal
Co-founder of Dataveyes

Systemic thinking and operational excellence make HETIC a unique school, which has allowed me to embody a project that has become an internationally recognized company today.
(Benoït Vidal founded Dataveyes with Caroline Goulard in 2010, while he was still a student at HETIC. Dataveyes is now recognized for its special expertise and has won numerous awards for entrepreneurship.)
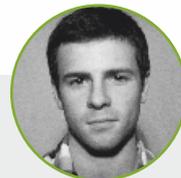
Jean-Briac d'Augustin
Motion Design Expert

In 5 years I have become a player in the evolution of my profession, and HETIC has allowed me to imagine the possibilities of the digital world, and my passion for creation has pushed me to explore new disciplines.

Olivier K'danet
Client Partner at Facebook

It is partly thanks to HETIC that I was able to integrate some big companies and start my professional career. The years I spent there provided me with technical, business and creative tools highly necessary to make me efficient and productive.

Mélissandre Lacaille
Independent writer

The school has strong faith in her students and also in their professional projects.

OUR PARTNERS IN THIS JOURNEY

Global and Indian Connections

HETIC is the collective enterprise of three highly regarded higher education establishments – Galileo Global Education, Paris, iNurture Education Solutions, India and Jain (Deemed-to-be University), Bangalore.

Galileo Global Education

is a global leader in education with partnerships with 37 reputed schools in 10 countries across the world with the aim of "Transforming your enthusiasm into professional success." With bases in France, Italy, UK, Germany, Mexico, China, India, and Senegal. Galileo truly deserves the tag of a global education leader.

iNurture Education Solutions

is a pioneer in enabling career-ready formal higher education in India. It powers new-age UG and PG programs through its unique University-Industry Partnership (UIP) model. iNurture strives to strengthen the "employability quotient" across the complete spectrum of adult learning – from college to corporate. With a pan-India presence and association with leading institutions across the globe, iNurture focuses on fast-growing domains.

Jain (Deemed-to-be University)

is a cerebral destination that draws inspired students from more than 35 countries to one of the world's greatest cities - Bangalore. The university's education empowers individuals to challenge conventional thinking in pursuit of original ideas. A place for highly ambitious students and professionals who want to excel in career and become hard core experts in their area of interest. It is now ranked consistently among top universities in India by India Today Nielson Best Universities Survey.

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