Swiss Bachelor in
Media Engineering:
how to fit the business needs?

Jean-Marc Seydoux

Menu

Context

Tools

Project phases

Outcomes (some)

Observations

1972 **esig+**

Antonio Abbondio

Main competencies:

- Print technologies (engineering)

- Management

- Communication

Context #2

1995 comem⁺
Media engineering

Main competencies:

- ICT (engineering)

- Management

- Communication

Context #3

2015 comem⁺

Media engineering

Are we still doing it right?

Menu

Context

Tools

Project phases

Outcomes (some)

Observations

Origin of tools

Model developed by X. Realini (xri@bluewin.ch)

Based on Applied Science Universities development work (1995-2016)

Tools

1 Professional field

2 Competency profile

3 Study program profile

4 Training program

5 Teaching

6 Ressources

7 Costs

© ergone RVM-MFT 2016

heig-vd

Professional field

✓ Activity sectors

✓ Companies profile

✓ Function types

Tool #2

Competency profile

✓ Competencies domains

✓ Macro competencies

✓ Specific competencies

Tool #3

Study program profile

✓ Field study type

✓ Qualification objectives

✓ Orientations / options

Tool #4

Training program

✓ Program concept

✓ Modular organization

✓ Module description

Tool #5

Teaching

✓ Descriptions

✓ Evaluation

✓ Pedagogical support

heig-vd

Ressources

- ✓ Human
- ✓ Financial
- ✓ Material

heig-vd

Costs

✓ Per program

✓ Per module

✓ Per students

Menu

Context

Tools

Project phases

Outcomes (some)

Observations

Phase I

Team

- 3 persons (2 in-house and 1 consultant)

Goals

- Instruments 1 to 3
  Documentation analysis
  Team of business actors

Duration

  6 months

1	Professional field
2	Competency profile
3	Study program profile
4	Training program
5	Teaching
6	Ressources
7	Costs

Phase II

Team

- 6 persons (5 in-house and 1 consultant)

Goal

- Instrument 4

Duration

    3 months

1	Professional field
2	Competency profile
3	Study program profile
4	**Training program**
5	Teaching
6	Ressources
7	Costs

Phase III

Team

- 3 groups, 18 persons (Teachers)

Goal

- Instrument 5
  pedagogical objectives,
  pedagogic approaches

Duration

  4 months

1	Professional field
2	Competency profile
3	Study program profile
4	Training program
5	Teaching
6	Ressources
7	Costs

Phase IV

Team

- All teachers, individually

Goal

- Instrument 5
  Syllabus - details

Duration

   6 months

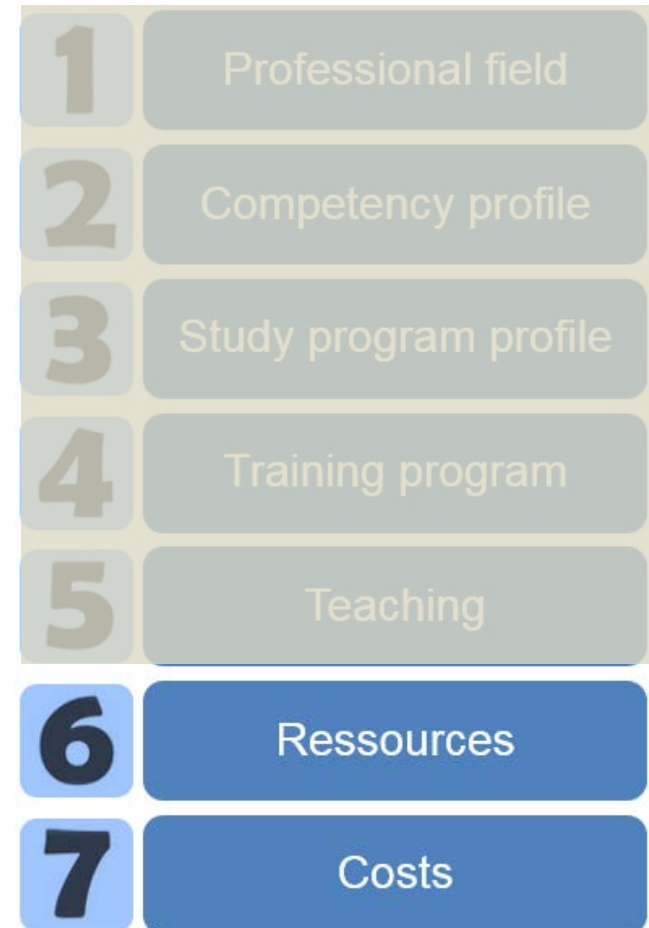| 1 | Professional field |
2	Competency profile
3	Study program profile
4	Training program
5	**Teaching**
6	Ressources
7	Costs

Phase V

Team

- Management

Goals

- Instrument 6 & 7

Duration

    3 months

Phase VI

Team

- All

Goal

- Production

Duration

   Ongoing

1 Professional field
2 Competency profile
3 Study program profile
4 Training program
5 Teaching
6 Ressources
7 Costs

Context

Tools

Project phases

Outcomes (some)

Observations

Macro competencies

1. Communication needs analysis

2. Conception of a media product

3. Realization of a media product

4. Evaluation of a media product

5. Professional communication

6. Management of a media project

7. Management of the suppliers

8. Watch and advanced practices

9. Initiative et creativity

10. Reflexivity and development

Communication needs analysis

Analyze the communication needs of a customer and translate them into a media project

1. Analyze the communication needs of a customer and translate them into a media project

2. Analyze the business of a company related to need analysis

3. Analyze the behavior and the needs of the target audience and user of a media product

4. Analyze the communication needs of a prospect or customer

Conception of a media product

Macro competency #2

Elaborate the concept of a media product meeting the customer needs

1. Elaborate a digital communication strategy

2. Elaborate the communication concept of a media product

3. Elaborate the functional specifications of a media product

4. Propose the first concrete realization elements to the customer

Realization of a media product

Macro competency #3

Ensure the development (design, content and technology) of a media product

1. Identify and evaluate technology solutions

2. Realize the architecture of the media product and deploy technological solutions

3. Realize the front end part of the media product in relation with the services and the backend

4. Produce, collect, transform and integrate data and editorial contents

5. Identify and experiment emergent technology solutions

Evaluation of a media product

Macro competency #4

Measure the performance of a media product and ensure its continuous improvement

1. Measure and evaluate the quality and the performance of a media product

2. Propose and implement performance improvement

Professional communication

Macro competency #5

Communicate and negotiate with all the stakeholders

1. Communicate and negotiate with prospects and customers

2. Communicate and negotiate with company's managers

3. Communicate and negotiate with internal and external suppliers

Management of a media project

Macro competency #6

Manage of project of development of a media product

1. Organize and plan media product development

2. Pilot with agility the development of a media product

3. Manage budget and costs of the development of a media product

Management of the suppliers

Macro competency #7

Manage the contributions of internal and external suppliers

1. Identify and select internal or external suppliers

2. Organizer and manage subcontractors activities

3. Ensure validation, diffusion and promotion of the media product

Watch and advanced practices

Identify and transpose advanced digital practices

1. Set up and realize a strategical watch

2. Identify and transpose advanced practices

Initiative et creativity

Macro competency #9

Take a proactive and reactive posture of initiative focused on solutions

1. Take a posture of initiative focused on solution

2. Take a curiosity and creativity posture

Reflexivity and development

Macro competency #10

Take a critical et reflexive posture focused on continuous learning

1. Take a critical et reflexive posture

2. Evaluate and improve its profile of professional

Program

Modular organization

	Semestre 1	Semestre 2	Semestre 3	Semestre 4	Semestre 5	Semestre 6
Engineering	[4+4][24] Bases scientifiques et techniques 1 I11	[4+4] Bases scientifiques et techniques 2 I21	[4+4] Expérience utilisateur I31	[4+4] Interactions et Interfaces utilisateur I41		
	[4+4] Technologie des médias I12	[4] Méthodologie et modélisation I22	[6] Interopérabilité et Infrastructure I32	[4] Développement de produit media I42	[6] Développement front-end Orienté services I51	[6] Technologies émergentes I61
Comm/Mark	[4] Marketing Bases théoriques et pratiques MC11	[4] Analyse de marché et stratégie marketing MC21	[4] Digital marketing Stratégies de contenu MC31	[3] Analyse de besoin et concept media MC41	[4] Evaluation de produit media MC51	[4] Evaluation de processus media MC61
	[4] Communication Bases théoriques et Pratiques MC12	[4] Communication Professionnelle MC22	[4] Communication Institutionnelle MC32	[3] Conception de produit Media MC42	[6+2] Projet d'intégration MC52	
Mgmnt	[3] Management Bases théoriques et Pratiques M11	[3] Management Bases théoriques et Pratiques M21	[3] Management de projet M31	[3] Modèles d'affaires, économie des médias M41	[4] Management de produit média M51	[4] Management de la qualité M61
Profess. culture		[3] Histoire des médias A21	[3] Sociologie des médias A31	[3] Droit et éthique des médias A41		
		[4] Métier des médias A22	[2] Veille sociétale et technologique 1 A32	[2] Veille sociétale et Technologique 2 A42	[6] Stage professionnel A51	[2] Profil professionnel A61
	[3] Sciences techniques Arts et communication			[4] Projet d'articulation	[4] Méthodologie de recherche	[12] Travail de Bachelor

Menu

Status

June 2016

- Finalizing phase IV

Target

- Opening in 2017 – 2018

Opportunities and difficulties

Opportunities

- Re-enforce interactions between teaching and between teachers
- Implement new pedagogical approaches
- Refocus on the business needs
- Study field promotion

Difficulties

- Team work
- Communication
  - Internal & external
- Resistance to change
- Pedagogical innovation
- Workload
- Business process
- Update team competencies

Conclusion

The process

- – Needs agility

- – Brings a lot

- – Team management

- – Never finishes

- – Difficult but rewarding

- – … to be continued ☺

Thank you for your attention

Jean-Marc Seydoux
Dean of COMEM+
Jean-Marc.Seydoux@HEIG-VD.CH
HEIG-VD / HES-SO Switzerland

Andreas Sidler
Study program director of Media Engineering
Andreas.Sidler@HEIG-VD.CH
HEIG-VD / HES-SO Switzerland

http://www.comem.ch
http://www.heig-vd.ch
http://www.hes-so.ch