

Module description

Field of study HES-SO Business, Management and Services

Degree course Master of Science HES-SO in Business Administration

1 Title of module **Project Corporate Case Study** 2020-2021

Code
E.MScBA.390.OE34.E.20

Type of course *
 Bachelor's Master's MAS EMBA DAS CAS other

<p>Level</p> <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<p>Description</p> <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	<p>Type of module</p> <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	<p>Time schedule</p> <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres
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2 Organisation

ECTS Value
3

Language
 English French
 French - English French - German
 French - German - English German
 German - English

3 Prerequisites

- The following module(s) must have been validated
 The following module(s) must have been attended
 none
 other

Other prerequisites

4 Skills to be gained / general learning objectives

The main idea is to train students to the business world environment with a focus companies/corporations/start-ups, while working on specific projects in groups.

It will provide to students key professional skills and help them gain a leadership and entrepreneurial mindset.

5 Teaching and content

Students shall develop core skills, learn more about the different ecosystems and make an impact on a real business. It's a great opportunity to play an important role as junior consultant and to enlarge the network.

Innovation is a critical foundational component for today's manager. It does not exist, however, in a traditional vacuum relegated to a single discipline or a single class. Corporate Case Study Innovation spans those traditional boundaries. Entrepreneurial thinking is a critical element in the creation, growth, and sustainability of an organization. In new ventures, entrepreneurs drive innovation with limited resources and in existing organizations, corporate entrepreneurs may have an abundance of resources but have to develop new skills to navigate innovation through a hierarchical structure in a complex global organization. In both new ventures and existing organization businesses compete in a highly digital, inter-networked global economy. Information technology, strategically selected and implemented, can provide a significant, competitive advantage. The law often provides the framework under which entrepreneurial thinking and technology selection exists. Not understanding the legal implications of protecting intellectual property and securing data while not realizing individual and corporate liability are just a few examples of regulatory pitfalls.

6 Assessment and validation methods

- Based on KPIs for each project (as presented in the project description at the beginning of the module) the students will be evaluated on their performance.
- individual feedback forms: e.g. selfreflecting report
- 100% attendance for the real business case

In case of a remediation exam, the module head informs early enough the student about the form of the exam, which can be different than the original one (e.g. only to hand in an improved written paper).

7 Reassessment requirements *

- reassessment possible
 no reassessment
 other (please specify below)

7a Reassessment requirements (if module is repeated) *

- reassessment possible
 no reassessment
 other (please specify below)

other reassessment modalities

If grade [3.5; 3.9] and if no previous failing marks in the module. Maximum grade is 4.0

8 Remarks

Grading system: From 6 (very good) to 1 (fail)

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9 **Bibliography**

- Homburg, Ch.; Kuester, S.; Krohmer, H. (2009): Marketing Management - A Contemporary Perspective; Mc Graw-Hill.
- Kim, W. Ch., Mauborgne, R. (2005): Blue Ocean Strategy, Harvard Business School Press.
- Livingston, J. (2007): Founders at work - Stories of startups' early days, Springer.
- Levinson, J.C. (2007): Guerrilla Marketing, Boston, New York.

10 **Teaching staff**

Name of head of module *
Raphaël Gaudart

Description validated on *
19.08.2020

Description validated by *
Raphaël Gaudart