

### 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 Ventures in Action II** **2020-2021**

<b>Code</b> E.MScBA.390.OE36.E.20	<b>Type of course *</b> <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other		
<b>Level</b> <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<b>Description</b> <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	<b>Type of module</b> <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	<b>Time schedule</b> <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

#### 2 **Organisation**

<b>ECTS Value</b> 2	<b>Language</b> <input checked="" type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> French - English <input type="checkbox"/> French - German <input type="checkbox"/> French - German - English <input type="checkbox"/> German <input type="checkbox"/> German - English
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#### 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**

In an increasingly competitive, rapidly evolving marketplace, a successful business must understand its market's critical success factors and its position relative to them. This understanding must be efficiently and effectively translated into prioritized projects and management actions. Learn to proactively build upon the business's strengths, mitigate the business's weaknesses, capitalize on market opportunities, and defend against market threats.

Entrepreneurship Students have to know how to present and finalize a "Business Report", which summarizes all their activities.

#### 5 **Teaching and content**

To conclude the VIA - Ventures in Action program students are required to write a final report in English. The topics to be covered in the report are:

#### **Full written description of their project covering:**

product/service development  
marketing and sales  
Finance with final financial reports including income statement and balance sheet legal aspects  
human resource i.e. team work.

#### **Main learnings from participating in the VIA project**

Learnings from the challenges you have faced starting your business  
Learning from the market you have tried to enter  
Differences between what you first anticipated and the reality of the market  
How to become a teamplayer  
How to form a great team

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### 6 **Assessment and validation methods**

The finished report contains no fewer than 20 and no more than 30 pages. Reports are accepted only in English. For the final report students can refer on the structure /assessment criteria on how to write a business plan.  
They have to hand in one hard copy and an electronic version of the final report

Each team has a maximum of 15 minutes to present in English their report. The presentation is followed by a 10-minute Q&A session.

50% on final project results (i.e. financial results, partnerships achieved, impact on society, or investment attracted), reports and presentation, 25% for 2 steps below.

Execution quality and progress 4

Execution quality and progress 5

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 report).

### 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)

### 9 **Bibliography**

- Sinfield, J. V., et al (2012) ; How to Identify New Business Models, in : MIT Sloan Management Review, 53, 2.
- Osterwalder, A., Pigneur, Y. (2012): Business Model Generation, Hoboken, NJ.
- Edmondson, A.C. (2013): Teaming to innovate, San Francisco
- Edmondson, A.C. (2013): Teaming, San Francisco

### 10 **Teaching staff**

#### **Name of head of module \***

Sébastien Jeanneret & Raphaël Gaudart

#### **Description validated on \***

19.08.2020

#### **Description validated by \***

Raphaël Gaudart