

### 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 I** 2020-2021

<b>Code</b> E.MScBA.390.OE12.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
------------------------	---

#### 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

Students's project should be working at least towards one goal of the UN sustainable development goals. Students act with the goal of achieving a real impact on society measured by partnerships achieved with companies, NGOs or other institutions, or sales revenues / profits or attracting investments.

The main goals are:  
- Developing innovative business ideas  
- Design of new product or new service  
- Launch a new product or service into the marketplace  
- Create and execute marketing and sales plan  
- Accounting and supply chain management  
- Evaluate different exit strategies: sale, liquidation

The project allows an innovative business idea to be transformed into a real operating business. The project allows students to manage a start-up with all main management functions.

#### 5 Teaching and content

Students build entrepreneurial teams of 2 to 4 members to develop and implement their idea. The teams have access to a coach/mentor who are available on an ongoing basis to help students run their businesses.

#### 6 Assessment and validation methods

The start-up is assessed using:  
40% individual exam on 24 steps  
15% for each steps below.  
Business idea, product design, marketing activities, sales, etc.  
Execution quality and progress 1  
Execution quality and progress 2  
Execution quality and progress 3

for further details compare with the course concept

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 the 24 steps).

**Field of study** HES-SO Business, Management and Services  
**Degree course** Master of Science HES-SO in Business Administration

**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.
- Aulet, B. (2013): 24 steps to a successful startup, New Jersey
- Ries, E. (2011): the lean startup, New York
- Maurya, A. (2012): Running Lean, Sebastopol
- Vlaskovits, C. (2013): the lean entrepreneur, New Jersey
- Kumar, V., (2013): 101 Design Methods, New Jersey

**10 Teaching staff**

**Name of head of module \***

Sebastien Jeannert & Raphaël Gaudart

**Description validated on \***

19.08.2020

**Description validated by \***

Raphaël Gaudart