

Module description

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

1 Title of module **Project Business strategy and implementation** **2022-2023**

Code E.MScBA.390.OB41.E.23	Type of course * <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		
Level <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	Description <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	Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres

2 Organisation

ECTS Value 3	Language <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Russian <input type="checkbox"/> French - English <input type="checkbox"/> French - German - English <input type="checkbox"/> German - English	<input type="checkbox"/> English - Chinese <input type="checkbox"/> French <input type="checkbox"/> French - German <input type="checkbox"/> German
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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

Apply in an integrated manner the knowledge and skills acquired in the modules "Analyzing the Chinese Market", "Analyzing the Caucasian and Central Asian Markets", "Analyzing the Eurasian Markets" and "Supply Chain and Digital Business" by focusing on strategic aspects.

5 Teaching and content

Application shall take place in the framework of a mandate for a Swiss or a foreign company, a start-up or a research project.

6 Assessment and validation methods

Group work (means 2 or 3 students, the professors reserve the right to compose the groups independently), exceptionally individual work:
Written report

Remediation:

Remediation is possible. In case of remediation, the professor in charge of the project communicates the elements which must be improved and the related deadline.

7 Reassessment requirements * **7a Reassessment requirements (if module is repeated) ***

<input checked="" type="checkbox"/> reassessment possible <input type="checkbox"/> no reassessment <input type="checkbox"/> other (please specify below)	<input type="checkbox"/> reassessment possible <input checked="" type="checkbox"/> no reassessment <input type="checkbox"/> other (please specify below)
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other reassessment modalities

8 Remarks

9 Bibliography

10 Teaching staff

Name of head of module *
TBD

Description validated on *
24.08.2022

Description validated by *
Lukas Baschung