

**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* **2023-2024**

<b>Code</b> E.MScBA.390.OB41.E.23	<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> 3	<b>Language</b> <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 \***  
Lukas Baschung

**Description validated on \***  
25.09.2023

**Description validated by \***  
Lukas Baschung