

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		2021-2022
Code E.MScBA.390.OE34.E.21	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	Description	Type of module	Time schedule	
<input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<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	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	<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				
ECTS Value 3	Language			
	<input checked="" type="checkbox"/> English <input type="checkbox"/> English - Chinese <input type="checkbox"/> English - Russian <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				
<input type="checkbox"/> The following module(s) must have been validated <input type="checkbox"/> The following module(s) must have been attended <input checked="" type="checkbox"/> none <input type="checkbox"/> other				
Other prerequisites				
4 Skills to be gained / general learning objectives				
<p>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.</p> <p>It will provide to students key professional skills and help them gain a leadership and entrepreneurial mindset.</p>				
5 Teaching and content				
<p>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.</p> <p>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.</p>				
6 Assessment and validation methods				
<p>- 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 (written and oral).</p> <p>- 100% attendance for the real business case.</p> <p>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).</p> <p>No "advanced/accelerated repetition" possible.</p>				
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)		
other reassessment modalities				
8 Remarks				

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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 *
16.08.2021

Description validated by *
Raphaël Gaudart