

Module description

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

1 Title of module *International Entrepreneurship* **2022-2023**

Code E.MScBA.390.OE33.E.22	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 checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Autres

2 Organisation

ECTS Value 5	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
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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

The objective of the course is to create an understanding of how entrepreneurs venture into the international business arena. The course draws heavily on theories in the field of change management as well as branding for SME's and multinationals. It sets great store by applying theoretical concepts to practical business problems. This module is designed in such a manner as to provide a cohesive core understanding of the successful pathway of SME's.

By learning how to lead change from the individual, team and organizational perspectives, students acquire a comprehensive set of change management knowledge and skills. They gain knowledge by working on a real business case, creating a professional advisory business report.

Students will learn the main brand theories, understand how a brand is built, be able to identify and evaluate branding issues relevant to new and existing business situations as well as as using them in an appropriate manner

5 Teaching and content

The course is an introduction and overview of the field of change management and branding. It deals with the critical factors of successfully managing change initiatives.

The course is both highly theoretical and practical. It focuses on the most important change models, while offering some very practical tools to effectively manage change projects.

This course makes extensive use of company visits, but also lectures and case discussions & presentations.

6 Assessment and validation methods

Lectures are used in different parts of the module to outline general theories, and workshops will be utilized for more detailed examination and to deepen understanding of theories. Students are expected to be well prepared and to participate actively in discussions during the workshops and different project activities.

Final grade is determined as follows:
- Branding = 50%
- Change Management = 50%

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.

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

- Hollensen, S. (2011): Global Marketing: A decision-oriented approach, 5th ed., London
- Konecnik, M. & Ruzzier, M. & Hisrich, R.D. (2013): Marketing for Entrepreneurs and SME's, Cheltenham, Northampton
- Blank, St. (2013): The four steps to the Epiphany, fifth Edition
- Baldegger, R.J. & Schüffel, P.E. (2008): The Process Model of Internationalization and the International New Venture Framework, Fribourg, Bern, New York
- Baldegger, R. J. & Wyss, P. (2007): Profiling the Hybrid: Born-again Global Firms, Fribourg, Bern, New York
- Adler, G. & Amann, W. (2011): Case writing for executive education, Charlotte
- Ellet, W. (2007): The Case Study Handbook, HBR, Boston
- Bjerke, B. & Hultman, C.M. (2002): Entrepreneurial Marketing: The Growth of Small Firms in the New Economic Era, Cheltenham, Northampton
- Robert, D. Hisrich (2016): International Entrepreneurship, third edition, Sage publications, UK
- Aaker on Branding: 20 Principles That Drive Success by David Aaker. 978-1614488323
- Brandpsycho: A psychological exposé into the hidden side of branding by Max Jakob Lusensky, 978-1717890733
- Navigating the Metaverse: A Guide to Limitless Possibilities in a Web 3.0 World Navigating the Metaverse: A Guide to Limitless Possibilities in a Web 3.0 World by Cathy Hackl, Dirk Lueth, Tommaso Di Bartolo, 978-1119898993
- Cameron, E. & Green, M. (2015): Making sense of Change Management, Kogan Page, London.
- Smith, R. et al. (eds., 2014): The effective Change Manager's Handbook, Kogan Page, London.
- Kotter, J.P. (2014): Accelerate: Building strategic agility for a faster-moving world, Harvard Business Review Press, Boston.

10 Teaching staff

Name of head of module *

Cyrille Boinay & Raphaël Gaudart

Description validated on *

22.08.2022

Description validated by *

Raphaël Gaudart