

## Module description

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

### 1 **Title of module** **Project Corporate Case Study** **2022-2023**

<b>Code</b> E.MScBA.390.OE34.E.22	<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	<table border="0"> <tr> <td><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</td> <td><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</td> <td><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</td> </tr> </table>	<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
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### 2 **Organisation**

<b>ECTS Value</b> 3	<b>Language</b> <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 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.

Students shall develop core skills, such as working in teams with colleagues having different agendas and different cultures; dealing with various parties who may have different views and requirements as well as understanding the core technology and industry the customer is working in. In addition, the students will be involved in real businesses, thus having to comprehend their ecosystems and deliver high-quality work that will have an impact on the business for which they are producing recommendations

### 5 **Teaching and content**

It's a great opportunity to play an important role as junior consultant and to enlarge the network while working in an international exposure.

Innovation is a critical foundational component for today's entrepreneurs. 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.

### 6 **Assessment and validation methods**

- Several written assignments during the semester as well as an oral presentation and final report
- 100% attendance for the real business case.

A detailed description is provided at the beginning of the module.

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).

No "advanced/accelerated repetition" possible.

### 7 **Reassessment requirements \***

- reassessment possible
- no reassessment
- other (please specify below)

#### **other reassessment modalities**

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

- reassessment possible
- no reassessment
- other (please specify below)

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8 **Remarks**

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 \***

22.08.2022

**Description validated by \***

Raphaël Gaudart