

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** 2023-2024

Code
E.MScBA.390.OE34.E.23

Type of course *
 Bachelor's Master's MAS EMBA DAS CAS other

Level	Description	Type of module	Time schedule
<input type="checkbox"/> Basic 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 over 1 semester
<input type="checkbox"/> Further studies module		<input type="checkbox"/> Module linked to main module	<input type="checkbox"/> Module over 2 semesters
<input checked="" type="checkbox"/> Advanced module		<input type="checkbox"/> Optional or subsidiary module	<input checked="" type="checkbox"/> Spring semester
<input type="checkbox"/> Specialised module			<input type="checkbox"/> Autumn semester
			<input type="checkbox"/> Autres

2 Organisation

ECTS Value
3

Language
 English English - Chinese
 English - Russian French
 French - English French - German
 French - German - English German
 German - English

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

The final case study + teaching notes counts for 80% of the module grade
20% is for the case presentation

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)

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 *
16.08.2023

Description validated by *
Eric McLaren, Raphaël Gaudart