

Module description

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

1 Title of module		Project Ventures in Action I		2023-2024
Code E.MScBA.390.OE12.E.23	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 checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres	
2 Organisation				
ECTS Value 2	Language <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		
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>Students's project should be working at least towards one goal of the UN sustainable development goals. Students act with the goal of achieving a real impact on society measured by partnerships achieved with companies, NGOs or other institutions, or sales revenues / profits or attracting investments.</p> <p>The main goals are:</p> <ul style="list-style-type: none"> - Developing innovative business ideas - Design of new product or new service - Launch a new product or service into the marketplace - Create and execute marketing and sales plan - Accounting and supply chain management - Evaluate different exit strategies: sale, liquidation <p>The project allows an innovative business idea to be transformed into a real operating business. The project allows students to manage a start-up with all main management functions.</p>				
5 Teaching and content				
Students build entrepreneurial teams of 2 to 4 members to develop and implement their idea. The teams have access to a coach/mentor who are available on an ongoing basis to help students run their businesses.				
6 Assessment and validation methods				
This ARP is taught in format of workshops, self-learning and individual sessions for group work, to be organized within the group.				
Team must return a 20-30 pages PowerPoint report with their self reflection and grading on a few topics. The Professor has a veto right in case of major issues.				
Detailed instructions are given 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.				
No "advanced/accelerated repetition" possible.				
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**

- Sinfield, J. V, et al (2012) ; How to Identify New Business Models, in : MIT Sloan Management Review, 53, 2.
- Osterwalder, A., Pigneur, Y. (2012): Business Model Generation, Hoboken, NJ.
- Aulet, B. (2013): 24 steps to a successful startup, New Jersey
- Ries, E. (2011): the lean startup, New York
- Maurya, A. (2012): Running Lean, Sebastopol
- Vlaskovits, C. (2013): the lean entrepreneur, New Jersey
- Kumar, V., (2013): 101 Design Methods, New Jersey

10 **Teaching staff**

Name of head of module *

Sebastien Jeanneret & Raphaël Gaudart

Description validated on *

16.08.2023

Description validated by *

Raphaël Gaudart