Module description

Field of study: *Business, Management and Services*
Degree course: *Bachelor of Science HES-SO in International Business Management*

1. Title of module — General Management III — 2022-23

Code:
3013

Type of course:
☒ Bachelor's ☐ Master's ☐ MAS ☐ DAS ☐ CAS ☐ Other: …

Level:
☐ Basic module
☐ Further studies module
☒ Advanced module
☐ Specialised module
☐ Other: …

Characteristic:
☒ Module where failure may lead to final dismissal from the degree course in accordance with Art.25 of the Framework directives on the Bachelor and Master degrees at the HES-SO

Type:
☒ Main module
☐ Module linked to main module
☐ Optional or subsidiary module
☐ Other: …

Time schedule:
☒ Module over 1 semester
☐ Module over 2 semesters
☒ Spring semester
☐ Autumn semester
☐ Other: …

2. Organisation

ECTS credits : *8*

Language:
☐ French
☐ German
☐ Other: ...
☐ Italian
☒ English

3. Prerequisite

☐ To have validated the module
☐ To have followed the module
☐ No prerequisite
☒ Other: to have validated the first-year assessment

4. Skills to be gained / general learning objectives

Objectives for the course: Project management methods

This course provides a practical introduction to the tools needed to manage projects, applying the project management framework provided by the Project Management Institute (PMI). Practical examples and case studies will be provided from projects at international organizations and in the software industry. The course is designed to be closely aligned with the curriculum required for professional project manager certification through the PMI.

Learning Objectives
At the end of this course, students should be able to:

- Create project management documentation for the initialisation, management and finalisation of a project according to PMI guidelines.
- Plan and schedule project phases and resources using Gantt chart methodology and apply critical path analysis.
- Respond to multiple choice questions on project management in a similar style to the PMI professional examination.

Objectives for the course: Quality management

The goal of the course is to learn the fundamentals of quality management in modern business. This course develops knowledge and understanding of quality management in contemporary business through the lens of Total Quality Management (TQM).

The objective of this course is to provide students with tools and techniques for understanding and evaluating both proactive and reactive quality management situations. Students will discuss strategic decisions in implementation of quality processes, and appropriate tactical quality management techniques.
The students should be able to critically analyze and communicate recommendations of quality centric opportunities through perspectives of:

- The customer
- Process management
- Continuous improvement
- Planning processes
- Total participation

Knowledge and understanding: Demonstrate knowledge and understanding of quality terminology, quality approaches, quality systems and quality tools. Contextualize and communicate recommendations with respect to the quality and their associated business implications.

Objectives for the course: Business process modelling and process reengineering

At the end of the course, the students shall be able to:

- Analyze the business model of an organization using the Canvas
- Map business processes using standard notation
- Improve business models or processes by generating alternative solutions
- Compare performance or various solutions
- Understand the key success factor in using those approaches

5. Teaching and content

Course: Project management methods

Key concepts of the course are acquired through lectures, short exercises and a project that is managed in groups:

- Project knowledge areas
- Scope, cost and schedule management (3 sessions)
- Hands-on intro to PMIS software
- Project assignment
- Procurement management
- Quality management
- Anticipating and controlling project risks
- Walking through the Process groups

Course: Quality management

The course is based on several teaching approaches: lectures, case study discussions, group works and exercises.

Key concepts:

- Concept of Quality and the evolution of total quality management
- Example quality management systems
- New product introductions and quality
- Continuous improvement
- Customer-centric quality
- Cost of quality

Course: Business process modelling and process reengineering

- Business Model Analysis
- Business Model Patterns
- Business Process
- Business Models & Process Design and Improvement
- Evaluation of Business Model and Process

6. Assessment and validation methods

Each course syllabus available on the moodle plateform Cyberlearn describes the assessment and validation methods.

7. Reassessment requirements

☒ Reassessment possible
☐ No reassessment
☐ Other (please specify): …

7a Reassessment requirements (if module is repeated)

☐ Reassessment possible
☒ No reassessment
☐ Other (please specify): …

other reassessment modalities

Reassessment if the module grade is between 3.5 (included) and 3.9 (included).
After reassessment, the maximum grade is 4.0