

## DESCRIPTION OF MAJOR COURSE

Name of the school : Haute Ecole de Gestion de Genève	Academic Year: 2016-2017
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FIRST PART: DESCRIPTION OF BOTH MODULES OF THE MAJOR	
<b>1. Domain</b>	Business and Services
<b>2. Department</b>	International Business Management
<b>3. Major name</b>	<b>Business Analysis and Decision Support</b>
<b>4. Code</b>	30913 + 30923
<b>5. Type of education</b>	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> DAS / CAS / single days
<b>6. Number of ECTS Credits</b>	9 per semester for each biannual module,
<b>7. Prerequisites</b>	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/> .....
<b>8. Teaching language</b>	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other : .....
<b>9. Objectives</b>	<p>As a Business Analyst, you play a key role in the strategic decisions that shape the direction and success of your organization. Gain the advanced skills needed to execute business strategies effectively in an international perspective.</p> <ul style="list-style-type: none"> <li>Understand enterprise solutions from the stakeholders value perspective</li> <li>Learn to identify business opportunities and design solutions</li> <li>Use design innovation principles to generate better alternatives</li> <li>Use decision making for solving complex problems step by step</li> <li>Learn techniques to foster critical thinking through probing and reflecting</li> <li>Explore complex, multi-actor, multi-cultural systems in which one factor influences all other factors.</li> </ul> <p>You will be better able to structure complex problems, evaluate and prioritize alternatives, allocate scarce resources, and justify and defend decisions.</p>

<p><b>10. Contents</b> <i>(General themes and descriptions, the accurate content may change)</i></p>	<p><b>First semester:</b></p> <p><b>Course 1 : Principle of Analysis</b> To be effective in managing the business, the analyst has to consider a holistic view, specifically including cultural, social, political and value(s) aspects. This module is essentially about tackling complex problem situations using system-based analysis, modelling and problem structuring.</p> <p><b>Course 2 : Elicitation Techniques</b> A good way to achieve analysis is through elicitation techniques, such as facilitated workshops, focus groups, competitive analysis, prototypes, interviews, observation, and surveys. Teams should use multiple facilitation techniques for identifying solution features, selecting a combination that aligns with the product's life cycle state and the stakeholders' expertise, access, and availability.</p> <p><b>Course 3 : Collaboration &amp; Communication</b> Develop and train your Emotional Intelligence Skills for interfacing with international stakeholders. Improve your ability to lead communication and collaboration efforts. Integrate listening skills and nonverbal communication cues. Learn how to manage conflicts, issues and changes to ensure that stakeholders agree on the solution scope. Develop the skills to become a "Meeting Facilitator"</p> <p><b>Course 4 : Analysis Tools &amp; Techniques</b> A wide range of analysis techniques to problem solving or to find disruptive solutions. This workshop offers participants the opportunity to learn and apply a variety of new decision-making processes in a self-learning environment. It helps them understand which tools or models could or should be applied in different situations depending upon the level of importance and the context.</p> <p><b>Second semester:</b></p> <p><b>Course 5 : Business Case &amp; Decision Management</b> This course will enable you to create and review business cases. You will develop techniques for conducting feasibility studies dealing with aspects of economic, functional, technical and operational feasibility. This course will explore cost benefit analyses, risks and how to determine return-on-investment. Business Cases will be used to support the decision-making.</p> <p><b>Course 6 : Agile Solution Management</b> The purpose of this course is to provide the Business Analyst with insight into the necessary steps to ensure that the solution not only follows the design but that it actually works! To deliver the Solution, you will learn "Agile Management", an iterative, incremental method of managing the design and build solution. This course also provides an overview of techniques to finance investment.</p> <p><b>Course 7 : Statistics and Data Analysis</b> This module covers the basic set of statistical tools that would be commonly used by a business analyst. The delivery of the topics will focus on the practical use and interpretation of the statistical methods and results. You will learn to draw more insight from big data analytics or large and complex datasets.</p> <p><b>Course 8 : Business Analysis &amp; Decision Report</b> This module aims to enable students to integrate their analytical knowledge and BA skills to successfully realize a business analysis and decision report. This module is based on a working group, where the team identifies a substantial business problem or issue to be</p>
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	<p>investigated. Students will then shape and structure the problem, identify and apply the appropriate tools and techniques to analyze and solve the business problem.</p> <p>This major course may be eligible for IIBA Academic Certification in Business Analysis.</p>
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<p><b>11. Evaluation</b></p>	<p>The grading is based on:</p> <p><b>Fall Semester</b></p> <p>Each course may contain group assignments and individual assignments. They are weighted as follows</p> <ul style="list-style-type: none"> <li>• Course 1 : 25 %</li> <li>• Course 2 : 25 %</li> <li>• Course 3 : 25 %</li> <li>• Course 4 : 25 %</li> </ul> <p><b>Spring Semester</b></p> <p>Each course may contain group assignments and individual assignments. They are weighted as follows:</p> <ul style="list-style-type: none"> <li>• Course 5 : 15%</li> <li>• Course 6 : 15 %</li> <li>• Course 7 : 20 %</li> <li>• Course 8 : 50 %</li> </ul>
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<p><b>12. Remediation/repetition (per module)</b></p>	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
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<p><b>13. Coordinator / main instructor</b></p>	<p>Cédric Berger</p>
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<p><b>SECOND PART: LOCATION OF THE MODULES IN THE STUDY PLAN</b></p>	
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<p><b>14. Level</b></p>	<p><input type="checkbox"/> Basic module</p> <p><input type="checkbox"/> Advanced module</p> <p><input checked="" type="checkbox"/> Specialized module</p> <p><input type="checkbox"/> Other: .....</p>
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15. Characteristics	<input checked="" type="checkbox"/> Both modules are mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<input checked="" type="checkbox"/> Main modules <input type="checkbox"/> Modules linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Modules over 1 semester <input type="checkbox"/> Modules over 2 semesters <input checked="" type="checkbox"/> Spring semester (module 2) <input checked="" type="checkbox"/> Fall semester (module 1) <input type="checkbox"/> Other <b>A change of major course during the academic year is not authorized</b>