h e g
Haute école de gestion
Genève

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 I — 2017-18

Code:
3011

Type of course:
(Compulsory – 1 possible response)
☒ Bachelor's ☐ Master's ☐ MAS ☐ DAS ☐ CAS ☐ Other: …

Level:
(Optional – 1 possible response)
☒ Basic module
☐ Further studies module
☐ Advanced module
☐ Specialised module
☐ Other: …

Characteristic:
(Optional – 1 possible response)
☒ 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:
(Optional – 1 possible response)
☒ Main module
☐ Module linked to main module
☐ Optional or subsidiary module
☐ Other: …

Time schedule:
(Optional – multiple responses possible)
☐ Module over 1 semester
☒ Module over 2 semesters
☒ Spring semester
☒ Autumn semester
☐ Other: …

2. Organisation

ECTS credits: *8*

Language:
(Compulsory – multiple responses possible)
☐ French
☐ German
☐ Other: ...
☐ Italian
☒ English

3. Prerequisite

(Compulsory – 1 possible response)
☐ To have validated the module
☐ To have followed the module
☒ No prerequisite
☐ Other: …

4. Skills to be gained / general learning objectives

(Compulsory – write in as required)

At the end of this module, the students must:

Objectives for the course : Business Management

- Identify and illustrate the roles of business organizations
- Be able to classify firms according to typology criteria
- Explain and illustrate different management approaches
- Analyse the business environment and its stakeholders
- Describe the important elements of a firm's decision to internationalise
- Correctly apply business and economic terminology
- Develop a critical sense of the financial/business press

Objectives for the course: Organization
At the end of the course, the student will have acquired knowledge allowing him/her to:

- Understand the essential concepts of organization
- Explain why organizations exist and how they contribute to value creation.
- Analyse how organizations function and how they interact with their environment
- Understand how the environment affects the ways managers design the structure of an organization to increase its effectiveness
- Explain how organizations use technology to create value

Objectives for the course: Human Resources Management
1.1. Principal: At the end of the course, the student will have acquired knowledge allowing him/her to :

- Understand the mission, the objectives and the evolution of the Human Resource Management in the company, as well as the importance of the HRM for global business management.
- Explain the possible models of HR organizations and the different HR functions in the company.
- Define the main components, instruments, tools and constraints for HRM.
- Analyse the main elements of Strategic Human Resource Management.
- Develop the main strategies and policies of Human Resource Management for companies.
- Integrate the various components of a Human Resource Information System.
- Collaborate in a constructive way with Human Resource Management professionals.

1.2. Operational: At the end of the course, the student will be able to :

- Define the mission, the responsibilities, the performance indicators and the competence profile of a position.
- Write a job advertisement and a work certificate.
- Define the objectives and evaluate employee performance.
- Prepare a recruitment process.
- Understand the compensation definition in companies.
- Explain and implement a training and development program.
- Define talent management in the organisation
- Handle outsourcing for complex HR related situations.

1.3. Behaviors concerned: At the end of the course, the student will be able to:

- Set up and/or evaluate HRM projects and processes.
- Measure the impact of Human Resource Management in the decision making process and on the operational side of a company.

5. Teaching and content

(Compulsory – write in as required)

Teaching Unit : Business Management
Introductory notions of Business and Management– classification and typology of business – Analyzing the business environment – the role of business – The objectives of stakeholders.

Teaching Unit : Organization

- Introduction to Organisation
- The schools of thought of management science (the basis of organisation)
- Structural Organisation
- Organizational culture
- Organizational design and strategy
- Technology and organizational effectiveness

This course is based on a participative approach alternating theory and practice, quizzes and group presentations.

Teaching Unit : Human Resources Management

- Both theoretical and practical teaching approach by the professor.
- Exercises, HRM problematics and case studies and group work.
- Class discussions both in groups and plenum.
- Videos followed by debates and quiz.
- Class group presentations performed by students.
- HRM field diagnosis mission of existing companies.

6. Assessment and validation methods

(Compulsory – write in as required)

The grading of the module shall be based on:

- A written exam in week 16/32 of the semester; **and/or**
- Mid-term assessments during weeks 1 to 14 according to the decision of the instructor.

(The methods and weightings are communicated by the instructor before the evaluations.)

7. Reassessment requirements

(Compulsory – multiple responses possible)

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

7a Reassessment requirements (if module is repeated)

(Compulsory – multiple responses possible)

☐ 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

8. Remarks

(Optional – write in as required)

9. Bibliography

(Optional – write in as required)

10. Teaching staff

(Optional – write in as required)

Nicolas Montandon / Mark Mason / Christophe Courbage / David Maggio / Karin Berney

Name of the person responsible for the module:

Nicolas Montandon

Module description validated on
(Compulsory)

Module description validated by
(Compulsory)