

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 II

2018-19

Code:

3012

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 Italian
 German English
 Other: ...

3. Prerequisite

(Compulsory – 1 possible response)

- 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: Manufacturing Operations

Our objective in this course is to introduce you to concepts related to the design, planning, control, and improvement of manufacturing and service operations. At the end of the course, the student will:

- Be able to apply tools and methods necessary for design and management of manufacturing and service operations.
- Understand how manufacturing operations contribute to gaining a competitive advantage in the marketplace.
- Be conversant with new demands in the global business environment which operations managers face today.
- Have a set of tools and frameworks to analyze operations and propose improvements

Objectives of the course: Intercultural HR Management

Intercultural HR Management focuses on the importance of culture in our everyday lives, and the ways in which culture interrelates with and effects communication processes.

We live in an era of rapid globalization in which being able to communicate across cultures is imperative to our ability to function in a diverse workplace, city, and world.

The course will enable you:

- To explore your own cultural communication style and increase your sensitivity to other cultures.
- To increase our awareness of our own cultural backgrounds, and the contexts (social, cultural and historical) in which we live and communicate.

This course will help you learn:

- To expand cultural self-awareness, other culture awareness, and the dynamics that arise in interactions between the two.
- To understand how communication processes differ among cultures.
- To identify the challenges that arise from these differences in intercultural interactions and learn ways to creatively address them.
- Develop awareness of intercultural differences and potential misunderstandings
- To acquire knowledge, skills and attitudes that increase intercultural competence
- Learn about different types of corporate cultures

Objectives for the course: International Supply Chain

Supply Chain Management controls and optimizes materials, information and financial flows among all of the firms that contribute value to a product, from the source of raw materials to end customers. The complexity of supply chains has grown significantly with globalization, bringing fresh strategic and tactical challenges to supply chain managers.

Integrating purchasing, logistics, and operations management the course provides a broad understanding of a supply chain in a global setting.

At the end of the course, the student will:

- Be able to use methods and frameworks to analyze and propose improvements in a typical supply chain
- Understand issues particular to globalization
- Have a standard set of indicators for assessment and measurement of performance

Have a good understanding of impact of end-to-end supply chain on financial performance

5. Teaching and content

Course: Manufacturing Operations

The course comprises five sections:

Unit 1: INTRODUCTION TO OPERATIONS MANAGEMENT

What is meant by manufacturing operations?

Strategic role of operations

Definition of operations strategy

Unit 2: DESIGN

Design of product manufacturing process

Design of service manufacturing process

Designing process for optimal flow

Process technology

Unit 3: PRODUCTION CONTROL

Manufacturing planning techniques

Production execution control

Capacity management

Unit 4: QUALITY AND MANAGEMENT

Lean, quality and six sigma

Intellectual property and operations

Measuring and improving performance

Course: Intercultural HR Management

This course is organized in a blended learning format of lectures, readings, interactive exercises, project work, learning group meetings, written and video based discussion.

The lecture session will address the course material in a highly interactive format including short case studies, self-assessment measures, and question-and-answer periods.

The discussion session will focus on issues related to actual challenges and experiential exercises to expand cultural self-awareness.

Course: International Supply Chain

The learning methods consist of a mix of highly interactive lectures, personal reading, group case studies, a serious game and short exercises.

The course comprises four sections:

Unit 1: INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

What is meant by supply chain?

Strategic role of supply chain

Supply chain process

Unit 2: SUPPLY CHAIN PROCESS END-TO-END - DEMAND

Customers as part of the process

Demand forecasting

Unit 3: SUPPLY CHAIN PROCESS END-TO-END - SUPPLY

Segmentation and supply chain types

Planning the supply chain

Purchasing

Production, delivery and returns management

Unit 4: GLOBAL SUPPLY CHAIN ISSUES

Digitization impact on global supply chain

Strategic outsourcing decisions

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): ...

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

7a Reassessment requirements (if module is repeated)*(Compulsory – multiple responses possible)*

- Reassessment possible
 No reassessment
 Other (please specify): ...

8. Remarks*(Optional – write in as required)***9. Bibliography***(Optional – write in as required)*

International Supply Chain & Manufacturing Operations:

N Slack, S Chambers and R Johnston, Operations Management, 7th edition (Pearson 2013)K Lysons and B Farrington, Purchasing and Supply Chain Management, 8th edition (Pearson 2012)M Hugos, Essentials of Supply Chain Management, 3rd edition (Wiley 2011)R Johnston, G Clark, M Shulver, Service Operations Management, 4th edition (Pearson Education Ltd 2012), ISBN 9780273740483**10. Teaching staff***(Optional – write in as required)*

Philip Willson / Didier Gabin

Name of the person responsible for the module:

Alexandre Caboussat

Module description validated on*(Compulsory)***Module description validated by***(Compulsory)*