

DESCRIPTION OF MAJOR COURSE

Name of the school : Haute Ecole de Gestion de Genève	Academic Year: 2018-2019
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FIRST PART: DESCRIPTION OF BOTH MODULES OF THE MAJOR	
1. Domain	Business and Services
2. Department	International Business Management
3. Major name	Business Analysis and Decision Support
4. Code	30913 + 30923
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	9 per semester for each biannual module,
7. Prerequisites	<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"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<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"> • Understand enterprise solutions from the stakeholders' value perspective • Learn to identify business opportunities and design solutions • Use design innovation principles to generate better alternatives • Use decision making for solving complex problems step by step • Learn techniques to foster critical thinking through probing and reflecting • Explore complex, multi-actor, multi-cultural systems in which one factor influences all other factors. <p>You will be better able to structure complex problems, evaluate and prioritize alternatives, allocate scarce resources, and justify and defend decisions.</p>

<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>First semester:</p> <p>Module 1 : Principle of Analysis 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>Module 2 : Elicitation Techniques A good way to achieve analysis is through elicitation techniques, such as facilitated workshops, competitive analysis, prototypes, interviews, observation, and mind mapping. 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>Module 3 : Collaboration & Communication 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>Second semester:</p> <p>Module 4 : Statistics and Data Analysis 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. You will learn to use the practical tool called Tableau.</p> <p>Module 5 : BA Certification – ECBA™ Based on a Quiz, this course allows students to understand common business analysis concepts and terms as defined by the BABOK®. It also familiarizes students with Multiple Choice Questionnaires such as those used in IIBA certification tests. This course makes students eligible for ECBA™, 1st level of IIBA Certification.</p> <p>Module 6 : Business Analysis & Decision Report Students will apply their analytical knowledge and BA skills to successfully carry out Business Analysis and Decision Making. This is a team working based module, where the team works with a client organization and coaches. Students will then shape and structure the problem, identify and apply the appropriate tools and techniques. They will present their findings, recommendations and an implementation plan to the client organization to receive feedback. This major course may be eligible for IIBA Certification in Business Analysis level 1 (ECBA™).</p>
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11. Evaluation	<p>The grading is based on:</p> <p>Fall Semester</p> <p>Each course may contain group assignments and individual assignments. They are weighted as follows</p> <ul style="list-style-type: none"> • Module 1 : 35 % • Module 2 : 35 % • Module 3 : 30 % <p>Spring Semester</p> <p>Each course may contain group assignments and individual assignments. They are weighted as follows:</p> <ul style="list-style-type: none"> • Module 4 : 35% • Module 5 : 15 % • Module 6 : 50 %
12. Remediation/repetition (per module)	<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. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Cédric Berger
SECOND PART: LOCATION OF THE MODULES IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
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 A change of major course during the academic year is not authorized