

## DESCRIPTION OF MAJOR COURSE

<b>Name of the school :</b> Haute Ecole de Gestion de Genève	<b>Academic Year:</b> 2019-2020
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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 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 future Business Professional, you will play a key role in the strategic decisions that shape the direction and success of your organization. Gain the advanced skills needed to define and execute business strategies effectively:</p> <ul style="list-style-type: none"> <li>• Understand the impact of business decisions from your stakeholders' perspective</li> <li>• Learn to identify user pain points and business opportunities</li> <li>• Learn to design user-centered, sustainable solutions that benefit both your users and your organization</li> <li>• Learn and practice the Design Thinking methodology to generate better alternatives</li> <li>• Acquire decision making techniques and reflexes to solve complex problems</li> <li>• Learn to apply critical thinking through probing and reflecting</li> <li>• Explore complex, multi-actor, systems in which one factor influences all others</li> </ul> <p>Thanks to this program, you will be equipped and comfortable to:</p> <ul style="list-style-type: none"> <li>• Tackle complex problems that you'll be able to simplify and streamline</li> <li>• Discover the power of co-creation</li> <li>• Gather the necessary data on which you'll base your reflection</li> <li>• Come up with need-based and creative solutions</li> </ul>

	<ul style="list-style-type: none"> <li>• Evaluate and prioritize alternatives</li> <li>• Allocate scarce resources in an optimized way</li> <li>• Support your recommendations and decisions with fact-based business cases</li> </ul>
<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>Module 1 : Design Thinking</b> The Design Thinking process allows participants to tackle complex problems from a human-centered perspective that takes both logistical and emotional needs into account. This approach also enables practitioners to learn and apply creativity techniques accessible to multidisciplinary teams, before testing their solutions with their users.</p> <p><b>Module 2: Elicitation techniques</b> In order to gather data needed for an analysis, several elicitation techniques exist: user journeys, mind mapping, observations, in-depth interviews, facilitated workshops. Students will learn how to use them appropriately and how to combine them in order to identify the key unmet needs that will evolve into solution features.</p> <p><b>Module 3 : Value Management</b> Thanks to this module, participants will be able to understand the fundamentals of Value(s) Management and improve their ability to challenge specifications. It will cover the Value(s) Management philosophy, tools and methods for innovation (for products, services, information systems or organizations), stakeholders' needs, and evaluation and evolution of Value(s) tools and methods.</p> <p><b>Second semester:</b></p> <p><b>Module 4 : Statistics and Data Analysis</b> The statistics section of the module will be mainly focused on building a forecast using real data from a SME in the distribution business. The forecast project will involve data analysis and cleaning, preparing and organizing the data in Excel, calculating the forecast and setting stock levels for every product. The data analysis section of the module will teach you how to draw insights from multiple datasets combined in a single analysis model using Tableau Software.</p> <p><b>Module 5 : BA Certification – ECBA™</b> 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 the IIBA certification tests. This course allows students to be eligible for ECBA™, 1st level of IIBA Certification.</p> <p><b>Module 6 : Business Analysis &amp; Decision Report</b> Students will apply their skills on a practical case, in teams and under the guidance of professional coaches. Students will shape and structure the problem, and identify and apply the appropriate tools and techniques. They will present their findings and recommendations to a jury to receive feedback.</p> <p>This major course may be eligible for IIBA Certification in Business Analysis level 1 (ECBA™).</p>

<b>11. Evaluation</b>	<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>• Module 1 : 35 %</li> <li>• Module 2 : 30 %</li> <li>• Module 3 : 35 %</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>• Module 4 : 35%</li> <li>• Module 5 : 15 %</li> <li>• Module 6 : 50 %</li> </ul>
<b>12. Remediation/repetition (per module)</b>	<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
<b>13. Coordinator / main instructor</b>	Alexandra Marcoin-Karacsonyi
<b>SECOND PART: LOCATION OF THE MODULES IN THE STUDY PLAN</b>	
<b>14. Level</b>	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other: .....
<b>15. Characteristics</b>	<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 »)
<b>16. Type</b>	<input checked="" type="checkbox"/> Main modules <input type="checkbox"/> Modules linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
<b>17. Time organization</b>	<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>