

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 III	2020-21
Code: 3013	Type of course: <input checked="" type="checkbox"/> Bachelor's <input type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> Other: ...	
Level: <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module <input type="checkbox"/> Other: ...	Characteristic: <input checked="" type="checkbox"/> 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: <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module <input type="checkbox"/> Other: ...	Time schedule: <input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Other: ...	

2. Organisation

ECTS credits : 8

Language:

<input type="checkbox"/> French	<input type="checkbox"/> Italian
<input type="checkbox"/> German	<input checked="" type="checkbox"/> English
<input type="checkbox"/> Other: ...	

3. Prerequisite

- 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: Project management methods

The course is based on the Project Management Institute project management framework. The content is comprised of the following elements:

- Framework from the PMI Body of Knowledge
- Case studies based on real world projects from international organisations and the computer software industry
- Project planning techniques and methods including Gantt charts
- Project management plans and project procedures

Objectives for the course: Quality management

The goal of the course is to learn the fundamentals of quality management in modern business. This course develops knowledge and understanding of quality management in contemporary business through the lens of Total Quality Management (TQM).

The objective of this course is to provide students with tools and techniques for understanding and evaluating both proactive and reactive quality management situations. Students will discuss strategic decisions in implementation of quality processes, and appropriate tactical quality management techniques.

The students should be able to critically analyze and communicate recommendations of quality centric opportunities through perspectives of:

- The customer
- Process management
- Continuous improvement
- Planning processes
- Total participation

Knowledge and understanding: Demonstrate knowledge and understanding of quality terminology, quality approaches, quality systems and quality tools. Contextualize and communicate recommendations with respect to the quality and their associated business implications.

Objectives for the course: Business process modelling and process reengineering

At the end of the course, the students shall be able to:

- Analyze the business model of an organization using the Canvas
- Map business processes using standard notation
- Improve business models or processes by generating alternative solutions
- Compare performance or various solutions
- Understand the key success factor in using those approaches

5. Teaching and content

Course: Project management methods

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Course: Quality management

The course is based on several teaching approaches: lectures, case study discussions, group works and exercises.

Key concepts:

- Concept of Quality and the evolution of total quality management
- Example quality management systems
- New product introductions and quality
- Continuous improvement
- Customer-centric quality
- Cost of quality

Course: Business process modelling and process reengineering

- Business Model Analysis
- Business Model Patterns
- Business Process
- Business Models & Process Design and Improvement
- Evaluation of Business Model and Process

6. Assessment and validation methods

Each course syllabus available on the moodle platform Cyberlearn describes the assessment and validation methods.

7. Reassessment requirements

- 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)

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