

DESCRIPTION OF CONCENTRATION COURSE

Name of the school: Haute Ecole de Gestion de Genève	Academic Year: 2020-2021
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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 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 future business professional, you will play a key role in the strategic decisions that will shape the direction and success of your organization.</p> <p>Whether you'll be aiming at becoming a Business Consultant, a Business Analyst, a Manager or an Entrepreneur you'll need to be able to make the best decisions for your organization, based on data. The Business Decision Major's goal is to bring you a toolbox of methods that will serve you throughout your career and will help you:</p> <ul style="list-style-type: none"> • Start thinking in terms of people instead of processes • Identify all the stakeholders that may be affected by a business decision • Recognize your external and/or internal users' pain points • Learn to design user-centered, sustainable solutions that benefit not only your key users but also all your stakeholders • Come up with a large volume of creative solutions • Evaluate and prioritize alternatives • Turn issues into business opportunities • Decrease the risk of any business decision by being user-centered and testing your solutions • Implement the solutions in an efficient manner • Learn agility and become an agility's ambassador in your future company

	<ul style="list-style-type: none"> • Reflect on different methodologies and their synergies • Learn how to present your business case to win support • Have the possibility to be certified in Business Analysis by an internationally recognized institution, independent from the HEG <p>In order to reach these objectives, the Business Decision Major will bring you a mix of hard skills and soft skills, that you will have the opportunity to acquire and practice in theory but also in practice, through concrete cases.</p> <p>Many of these practical works will be carried in teams, allowing you to practice teamwork and leadership, to experience divergent thinking and to discover the fun and power of collaborative work.</p>
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p><u>First semester:</u></p> <p>Module 1: Design Thinking 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. Participants will apply Design Thinking on practical cases during and outside of class, to learn by doing.</p> <p>Module 2: Elicitation techniques In order to gather the data needed for an analysis, several elicitation techniques exist: user journeys, mind mapping, observations, in-depth interviews, facilitated workshops, visual representation. Students will learn how to use them appropriately to gather data and how to combine them in order to identify the key unmet needs that will evolve into solution features.</p> <p>Module 3: Agility Thanks to this module, participants will be able to understand the fundamentals of Agility, a key asset in today's business and working world. They will learn the values, the roles, the events and the methods used in Agility, and apply them through practical exercises. This module of Agility also looks at the managerial and cultural changes that are needed to allow Agility to take place in an organization.</p> <p><u>Second semester:</u></p> <p>Module 3: Statistics and Data Analysis 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>Module 5: Business Analysis certification preparation Via a mix of theory and applied exercises, participants will master the content required from Business Analysts. Since not all participants will choose this career path, the certification (by an independent institution) is optional, but the module itself remains mandatory. The participants wishing to apply for certification will pay the necessary fees directly to the certification institution, but the HEG will reimburse the students who succeed in their certification.</p> <p>Module 6: Real-life application Students will apply the skills and competences they will have acquired in modules 1 through 5</p>

	<p>on a real-life case, in teams and under the guidance of coaches. Participants will shape and structure the problem and its solution(s) by identifying and applying the appropriate tools and techniques. They will present their findings and recommendations to a professional jury to receive feedback, on top of submitting a written report. In the previous years, students have helped NGOs solve one or more challenges they were facing, and made a real difference for these organizations that often can't afford to pay consulting companies to help them. The subject(s) of this year's real-life project(s) will be announced in January 2021.</p>
<p>11. Evaluation</p>	<p>The grading is based on:</p> <p>Fall Semester : Each course may contain group assignments and individual assignments. They are weighted as follows:</p> <ul style="list-style-type: none"> • Module 1: 40% • Module 2: 30% • Module 3: 30% <p>Spring Semester : 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%
<p>12. Remediation/repetition (per module)</p>	<p><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.</p> <p><input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>Alexandra Marcoin-Karacsonyi</p>

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 type="checkbox"/> Modules over 1 semester <input checked="" 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