

DESCRIPTION OF CONCENTRATION COURSE

Name of the school: Haute Ecole de Gestion de Genève	Academic Year: 2021-2022
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FIRST PART: DESCRIPTION OF THE MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Applied Business Analysis and Problem Solving
4. Code	31004
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	5
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 checked="" type="checkbox"/> Having attended the Design Thinking and Business Agility courses
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other:
9. Objectives	<p>This course will provide students with the opportunity to apply and deepen three domains that are key for your future professional success as decision-makers, be it as a Business Consultant, a Business Analyst, a Manager or an Entrepreneur:</p> <ol style="list-style-type: none"> 1) Business Agility 2) Design Thinking 3) Business Analysis (based on the BABOK reference book) <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>
10. Contents <i>(General themes and descriptions, the accurate content may change)</i>	<ul style="list-style-type: none"> • Practical exercises and short cases based on the IIBA (International Institute of Business Analysis) internationally recognized content. HEG is an official partner of the IIBA, and as such, students have the option to take the ECBA (Entry Certificate in Business Analysis) exam at the end of the semester, if they wish to do so. • Over the course of the semester, students will acquire the fundamentals of

	<p>Business Analysis, learn the common language of this discipline, discover the reference guide in Business Analysis (BABOK 3.0), and understand of the main activities, techniques, tools and behaviors of the Business Analyst function.</p> <ul style="list-style-type: none"> • In addition, students will practice their business agility, design thinking and business analysis skills in a semester-long real-life application case that will be provided by one of the HEG partner organizations. It is an unparalleled opportunity for students to step into the shoes of external consultants for a client with a real business challenge to be solved. Students do so in teams of 5-8 people, under the supervision and guidance of experienced business coaches, and their acquired experience is recognized by a work certificate at the end of the semester, awarded by the client organization. • Participants shape and structure the problem and its solution(s) by identifying and applying the appropriate tools and techniques. They organize their team and their workload autonomously. At the end of the semester, they 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 consulting companies. • The subject(s) of the 2022 real-life project(s) will be announced at the beginning of the second semester.
<p>11. Evaluation</p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • A written exam in week 15 of the semester; and/or • Mid-term assessments during weeks 1 to 15 according to the decision of the instructor. <p>(The methods and weightings are communicated by the instructor before the evaluations)</p> <ul style="list-style-type: none"> • ECBA: optional certification exam in week 13. • A written report and oral presentation for the real-life application in week 15.
<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>
<p>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</p>	

14. Level	<input type="checkbox"/> Basic module <input checked="" type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	None
16. Type	<input type="checkbox"/> Main modules <input checked="" 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 <input type="checkbox"/> Fall semester <input type="checkbox"/> Other