

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2021-2022
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Managing value chain transformation
4. Code	31032
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <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 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>Technologies have become pervasive and fundamental to the operation of modern businesses. These technologies are at the core of today's knowledge-based economy, fueling the development of innovative products, services, and business processes. Developing modern products and services, however, requires more than just technical excellence. Technology leaders also need a deep understanding of business fundamentals and of how to integrate novel technologies, business processes, and market forces together to create successful products and services.</p> <p>The Managing Value Chain Transformation module emphasizes strategic and management issues relevant to the development, application, and management of cutting-edge technologies and new digital capabilities. Utilizing the strengths of "Management Innovation & Technology" HEG Geneva program, the module provides students a foundation to assess coming waves of technology, their impact on business process, and their impact on relationships with suppliers, customers, and competitors. Participants of this module are prepared to address the complex issues that lie at the intersection of business and technology. They are trained to lead their future organizations in developing and executing digital strategies.</p>

	<p>In addition, over the last decade, the impact of changes in business model combined with the digital revolution has raised questions regarding operations such as: how should the value chain's operations be modified to meet the requirements of the digital consumer? the global consumer? The increased volatility of demand ? How can firms continue to benefit from the advantages of their global supply base?</p> <p>Supply chains have with a few exceptions struggled to follow these megatrends. Our goal will be to walk through the stages of a supply chain transformation: diagnostic – analysis – solution identification and design – analyzing, capturing and creating value, measuring the outcomes.</p> <p>Participants will acquire insight into analytical methods for accompanying a supply chain transformation: digitally-enabled, collaborative and agile.</p>
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>Strategy: 7 sessions</p> <ul style="list-style-type: none"> • Align digital transformation and business strategy • Digital architectures • Design and manage a digital transformation project • Innovation programs • New technologies, new uses • Digital transformation and data strategy • Impacts on organizational models • Digital Mission Workshop (final exercise including writing personal MCQ + writing group exercise) <p>Operations: 7 sessions</p> <ul style="list-style-type: none"> • Digital disruption and supply chain strategy • Assess supply chain requirements • Design the digitally-enabled supply chain • Getting value from distributive supply deals using analytical tools • Getting value from integrative supply deals using analytical tools • Roadmap to supply chain 2030 • Final case study and presentation of results
<p>11. Evaluation</p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • Group exercises during the courses 30% • MCQ (combined) 30% • Digital Mission workshop 20% • Operations case study 20% <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
<p>12. Remediation/repetition</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>

	<input type="checkbox"/> No remediation
13. Coordinator / main instructor	Yvan Cognasse, Philip Willson
SECOND PART: LOCATION OF THE MODULE 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"/> Module is 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 module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other