

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion, Genève	Academic Year: 2023-2024
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Business Agility for Digital Transformation
4. Code	31002
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	
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>About agility Agility is a concept that is very often used (in the corporate world, in the media, etc.) but not always well understood, and even less often fully applied.</p> <p>Why this course The purpose of this course is to cover the different aspects of business agility when driving a digital transformation, and what they mean for an organization, and for the participants as professionals.</p> <p>What we will learn We will learn how to design and develop a product according to the agile mindset, and how to manage it from both an organizational and individual standpoint, studying different management styles.</p> <p>How we will proceed The learning will be based on a mix of theory, interactive discussions, and exercises, and will have a strong component of teamwork. We will tackle those changes by:</p> <ul style="list-style-type: none"> • Including the five pillars of digital transformation: technical aspects, customer experiences, positioning on the market, processes, and people in our studies and exercises

	<ul style="list-style-type: none"> • Focusing on two frameworks: Scrum® and Kanban® to articulate our work • Addressing techniques to improve resilience, manage stress, and increase tolerance, from both individuals and organizations • Understanding emotional intelligence (EQ) and experimenting techniques that aim to increase EQ • Exploring and applying change management concepts to self, teams, organizations, and clients • Learning about digital projects and working on real case scenarios
10. Contents <i>(General themes and descriptions, the accurate content may change)</i>	<ul style="list-style-type: none"> • Introduction with first steps for business analysis and project management • Business agility: definition and principles • A perpetually changing business environment driven by digital innovation and how to manage such change • Organizational alignment to ensure digital transformation • Management styles • Emotional Intelligence and psychological safety for teams • Change Management
11. Evaluation	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • Exam: 30% • Report and presentation on an agile organization – 30% • Change Management case study & presentation - 20% • Emotional Intelligence Journal - 20 %
12. Remediation/repetition	<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>
13. Coordinator / main instructor	<p>Lead: Vincent Bertin Support lecturer: Ewa Duraj</p>
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	<div> <input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters </div> <div> <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other </div>