

## 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 I	2025-26
<b>Code:</b> 3011  <b>Level:</b> <input checked="" type="checkbox"/> Basic module <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>  <b>Type:</b> <input checked="" type="checkbox"/> Main module <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/>	<b>Type of course:</b> <input checked="" type="checkbox"/> Bachelor's  <b>Characteristic:</b> <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 <input type="checkbox"/>  <b>Time schedule:</b> <input type="checkbox"/> Module over 2 semesters  Autumn semester	

### 2. Organisation

**ECTS credits:** 8

**Language:**

English

### 3. Prerequisite

To have followed the module No prerequisite

### 4. Skills to be gained / general learning objectives

#### Objectives for the course: Business Management

At the end of this course, the students must demonstrate their ability to:

- Identify and illustrate the roles of business organizations
- Classify firms according to typology criteria
- Explain and illustrate different management approaches
- Analyse the business environment and the firm's stakeholders
- Describe the important drivers of a firm's decision to internationalise
- Correctly apply business and economic terminology
- Develop a critical sense of the financial/business press

#### Objectives for the course: Organization

At the end of the course, the student will have acquired knowledge allowing them to:

- Understand the essential concepts of organizational theory and design
- Explain why organizations exist and how they contribute to value creation.
- Analyse how organizations function and how they interact with their environment
- Understand how the environment affects the ways managers design the structure of an organization to increase its effectiveness
- Explain how organizations use technology to create value

#### Objectives for the course: Human Resources Management

At the end of the course, the student will have acquired knowledge allowing them to:

- Understand the mission, the objectives and the evolution of the Human Resource Management in the company, as well as the importance of the HRM for global business management.
- Explain the possible models of HR organizations and the different HR functions in the company.
- Define the main components, instruments, tools and constraints for HRM.
- Analyse the main elements of Strategic Human Resource Management.
- Develop the main strategies and policies of Human Resource Management for companies.
- Collaborate in a constructive way with Human Resource Management professionals.

## 5. Teaching and content

### Teaching Unit: Business Management

Introductory notions of Business and Management– classification and typology of business – Analyzing the business environment – the role of business – Stakeholders' objectives.

This course makes use of a participative approach alternating theory and practice, quizzes and group presentations.

### Teaching Unit: Organisation

- Introduction to Organisational Theory
- The schools of thought of management science (the basis of organisation)
- Structural Organisation
- Organizational culture
- Organizational design and strategy
- Technology and organizational effectiveness

This course makes use of a participative approach alternating theory and practice, quizzes and group presentations

### Teaching Unit : Human Resources Management

- Both theoretical and practical teaching approach by the professor.
- Exercises, HRM problematics and case studies and group work.
- Class discussions both in groups and plenum.
- Videos followed by debates and quiz.
- Class group presentations performed by students.
- HRM field diagnosis mission of existing companies.

## 6. Assessment and validation methods

The assessment and validation methods are specified in the module syllabus available on the Cyberlearn Moodle platform.

### 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): ...