

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	2024-25
Code: 3011 Level: <input checked="" type="checkbox"/> Basic module <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Type: <input checked="" type="checkbox"/> Main module <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/>	Type of course: <input checked="" type="checkbox"/> Bachelor's Characteristic: <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"/> [OEI] Time schedule: <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 students must demonstrate their ability 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 him/her 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): ...