h e g
Haute école de gestion
Genève

Hes·so
Haute Ecole Spécialisée
de Suisse occidentale
Fachhochschule Westschweiz
University of Applied Sciences and Arts
Western Switzerland

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 V	2024-25

Code:
3015

Type of course:
☒ Bachelor's ☐ Master's ☐ MAS ☐ DAS ☐ CAS ☐ Other: …

Level:
☐ Basic module
☐ Further studies module
☒ Advanced module
☐ Specialised module
☐ Other: …

Characteristic:
☒ 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

Type:
☒ Main module
☐ Module linked to main module
☐ Optional or subsidiary module
☐ Other: …

Time schedule:
☐ Module over 1 semester
☐ Module over 2 semesters
☒ Spring semester
☐ Autumn semester
☐ Other: …

2.   Organisation

ECTS credits: *5*

Language:
☐ French
☐ German
☐ Other: ...

☐ Italian
☒ English

3.   Prerequisite

☐ To have validated the module
☐ To have followed the module
☐ No prerequisite
☒ Other: to have validated the first-year assessment

4.   Skills to be gained / general learning objectives

Objectives for the course : Corporate Social Responsibility

At the end of this module, the students should be able to:
- Understand today's major societal issues and how Corporate Social Responsibility (CSR) is evolving to address them
- Identify human rights issues in the supply chain and developed a Human Rights Due Diligence Programme
- Understand how to develop a Diversity, Equity and Inclusion policy
- Plan a CSR strategy and assess a company's overall social and ecological performance

Objectives for the course : Strategy Management

Rational: The goal of the course is to learn the fundamentals of how to manage organisations strategically; asking first a basic question – why do some companies succeed while others fail? The course is designed in a way which will require you to examine and integrate your previous knowledge from prior business courses (e.g. Marketing, Leadership, Entrepreneurship, Economics, Economics of competition, Business law, Finance, and Organisational behaviour etc.) and to apply these acquired knowledge/knowhow to diagnose and recommend actions appropriate to specific company situation. Hence the course will heavily focus on the analysis of case studies.

Objectives: the students should be familiar with and able to think strategically by being able to:

- Understand the key aspects of strategy, what strategy really is and what it is not
- Identify and understand strategic environment
- Learn how to analyse resources and capabilities
- Understand the organizational value chain and the value system
- Developing business-level strategy options
- Developing corporate level strategy options
- Learn how to implement and control strategy plan
- Understand the strategic context formulating business strategy
- Identify entrepreneurial strategy and theory of innovation vs reverse innovation
- Learn the difference in formulating internationalization strategy

5. Teaching and content

Teaching Unit : Corporate Social Responsibility

Introducing CSR and today's societal issues
Implementing CSR: CSR core concepts and strategies
Implementing CSR: Human Rights due diligence: implications for business
Implementing CSR: Assessing and developing environmental performance
Implementing CSR: The Business Case for Diversity & Inclusion in the Workplace

Teaching Unit : Strategy Management

Key Teaching Approach: The course is based on several teaching approaches, such as exercises to apply strategic thinking and tools in real company situations, group works, lectures, case study discussions and exercises, videos, academic and policy articles, and a textbook.

Key Teaching Units:
- Understanding Strategic Management
- Evaluation of strategy – what can be learnt from past "mistakes"
- Strategy in globalized world
- Strategy formulation – industry analysis, resource vs capabilities
- Internationalization Strategy
- Implementing strategy
- Formulating actionable goal-based strategy
- Communication and ownership strategy
- Risks to consider and managing resistance

6. Assessment and validation methods

Each course syllabus available on the moodle plateform Cyberlearn describes the assessment and validation methods.

7. Reassessment requirements

☒ Reassessment possible
☐ No reassessment
☐ Other (please specify): …

7a Reassessment requirements (if module is repeated)

☐ 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