

DESCRIPTION OF ELECTIVE COURSE

Name of the school: Haute école de gestion de Genève	Academic Year: 2025-2026
---	------------------------------------

FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	New Venture Creation
4. Code	31049
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>This practical course is designed to transform student-developed ideas, including from previous semesters, into new ventures with fully articulated business plans that are executable. It emphasizes the development of problem-driven, high (triple-bottom-line) impact ventures by ensuring problem-solution fit while leveraging technology as a key enabler and mediator of efficiency and effectiveness. Students will refine their value propositions, validate assumptions through market research, and refine strategic business models, ultimately crafting a viable and fundable business plan.</p> <p>Emphasis is on experiential learning and role playing where students collaborate with real-world specialists (i.e., marketing and financing), local incubators, accelerators and other stakeholders in Geneva, such as FONGIT, -Pulse, and SINGA. The course structure integrates group work, interactive lectures, workshops, specialized software, guest speakers and specialists to develop their business plans.</p> <p>Ultimately, this course focuses on how to create a new venture with a business plan from a defined problem-driven solution and present it to investors, stakeholders, or senior management.</p>

	<p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate a hands-on understanding of how executable business plans are developed and presented to investors, stakeholders, or senior managers. • Develop sustainable business plans that generate positive societal, environmental and economic outcomes while ensuring financial viability. • Cultivate an entrepreneurial mindset, refine critical thinking skills, and demonstrate proficiency through pitches to different stakeholders.
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>The new venture business plans would include:</p> <ul style="list-style-type: none"> • Strategic direction: mission, vision and values; strategic objectives and KPIs refined business model, industry trends and competitive advantage • Market analysis & validation with demand analysis, competition analysis, customer validation, market size & potential • Go-to-Market Strategy: customer acquisition, sales and marketing • Sustainability, scalability & growth strategy: beginning with lean startup methodologies to a scalable business that is growth as well as triple-bottom-line impact oriented • Financial and fundraising strategy: revenue models, cost structures, financial projections, break-even analysis, and fundraising models • Operational strategies: supply chain (physical or virtual/digital), logistics and distribution, including strategic partnerships and legal setup • Technological strategies: platform models; AI; IoT; blockchain; automation tools; payment solutions; CRM; inventory management, logistics, & distribution • Pitch decks that are structured, investor or stakeholder oriented and investible
<p>11. Evaluation</p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • Mid-term assessments during weeks 1 to 15 according to the decision of the instructor. <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> <p><input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>TBC</p>
<p>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</p>	
<p>14. Level</p>	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:</p>

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