DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2024-2025

FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	**Service design and Rapid prototyping**
4. Code	31034
5. Type of education	☒ Bachelor ☐ Master ☐ MAS ☐ ☐ DAS / CAS / single days
6. Number of ECTS Credits	**5**
7. Prerequisites	☒ Validation of the modules in semesters 1 and 2 ☒ Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students All projects are done in small teams formed by the teacher. Students can suggest their own business ideas per E-mail **before the beginning of the course** to the teacher (andre.jelicic@hesge.ch). Students' projects will only be considered if they fit with the learning objectives and the course organization.
8. Teaching language	☐ French ☐ German ☒ English ☐ Other : …………………..
9. Objectives	At the end of this course, students should: • Have understood where prototyping sits in the service design process • Know how to select the key components when designing a prototype • Be able to build a functional digital prototype based on Bubble.io and other NoCode tools • Be able to set a framework to evaluate a prototype based on user feedbacks • Understand the benefits and the constraints associated to NoCode

10. Contents *(General themes and descriptions, the accurate content may change)*	For decades, innovation has implied large capital investments and long-term risky product development cycles. Product-market fit was primarily assessed through 3 to 5 years business plans and rarely based on trials and testing where the client is at the center of the discussions. Processes and technics traditionally taught in business schools to prepare the future managers for their work in large corporates have been employed by startup funders, ignoring that the goal they were pursuing was fundamentally different. After more than half a century of consistent failures, we are finally observing a pattern in the way successful startups have been able to develop themselves in a rapidly changing business environment. Consuming only a fraction of the resources (time and capital) that would be traditionally necessary to prove their viability and market potential, they set the standards for a new generation of entrepreneurs. In this new context, where uncertainty is the norm, the ability to adopt a customer-centered approach and to leverage new technologies became critical skills. Accordingly, the course "Service design and prototyping" aims to give the students a practical experience of designing and testing a new digital service. While no coding experience is required, a large part of the course will consist of technical lessons where students will learn to practically prototype a new service with Bubble.io. The use of other NoCode tools or generative AI will be encouraged but not mandatory (to extend, not to replace Bubble.io). Approximately half of the time will be dedicated to the acquisition of hard skills, the rest being reserved to build and test a digital prototype based on a real startup project. Regularly, groups will present their progress and gain feedback from other participants, end-users and from the participating startups. This is a practical class, with the goal to create an entrepreneurial experience within a limited amount of time and with all the pressures and uncertainties of the real world at the early stage of a startup.
11. Evaluation	(The methods and weightings will be communicated by the instructor at the beginning of the semester). Generative AI will not be used as a mean to evaluate this course.
12. Remediation/repetition	☒ 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. ☐ No remediation
13. Coordinator / main instructor	André Jelicic External speakers and startup representatives will be invited to share their expertise.

SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	☐ Basic module ☐ Advanced module ☒ Specialized module ☐ Other: …………………..
15. Characteristics	☒ 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	☒ Main module ☐ Module linked to main module ☐ Optional module ☐ Other: ……………………
17. Time organization	☒ Module over 1 semester ☐ Module over 2 semesters ☐ Spring semester ☒ Fall semester ☐ Other