

DESCRIPTION OF ELECTIVE COURSE

Name of the school: Haute école de gestion de Genève	Academic Year: 2026-2027
--	---

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>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 and financially viable business plans that generate positive societal, environmental and economic outcomes Cultivate an entrepreneurial mindset, strengthen critical thinking skills, and effectively communicate venture opportunities to different stakeholders through professional presentations
10. Contents <i>(General themes and descriptions, the accurate content may change)</i>	<p>This practice-oriented course transforms student-developed ideas, including validated concepts from previous semesters, into fully articulated, executable business plans. The course emphasizes the development of problem-driven, high-impact ventures by ensuring problem-solution fit while leveraging technology as a key enabler of efficiency and effectiveness.</p> <p>Students will refine their value propositions, validate assumptions through market research, and develop strategic business models, ultimately producing a viable and fundable business plan.</p>

The course is highly experiential. Students collaborate with industry specialists (e.g., marketing and finance professionals), as well as with local incubators, accelerators, and entrepreneurial ecosystem partners in Geneva.

Through group work, workshops, guest speakers, and mentoring sessions, students progressively develop their venture projects, including:

- Strategic direction:
 - Mission, vision and values
 - Strategic objectives and key performance indicators (KPIs)
 - Business model design, industry trends and competitive advantage through unique value propositions (UVP).
- Market analysis & validation:
 - Data-driven demand analysis
 - Customer discovery and validation
 - Market size & potential growth
 - Market segmentation and distribution channels
 - Pricing strategy and positioning
 - Competitive landscape and industry analysis.
- Go-to-Market Strategy:
 - Market entry strategies
 - Customer acquisition and growth strategies
 - Sales and marketing planning
- Financial and fundraising strategy:
 - Financial assumptions and projections
 - Revenue models and forecasting
 - Cost structures and break-even analysis
 - Evaluation of funding options, including bootstrapping, foundations, government grants, crowdfunding, business angels, and private equity
- Legal and operational planning:
 - Company legal structure and governance
 - Contracts and licensing agreements
 - Risk assessment and contingency planning
 - Organizational structure and team development
- Technological strateu:
 - Platform-based business models
 - AI and automation tools
 - Digital supply chain and blockchain applications
 - Payment systems and CRM technologies
- Venture Communication:
 - Developing investor-oriented pitch decks
 - Writing executive summaries and project plans
 - Presenting business opportunities to investors, stakeholders, or senior management

Ultimately, this course focuses on transforming a clearly defined problem-driven solution into a credible, investor-ready venture proposal..

*NOTE: This course is a core component of the **Minor in Innovation and Entrepreneurship**. The group project will be integrated with the other two core courses for IBM students enrolled in the minor. Building on **Business Model Innovation** and **Entrepreneurial Finance** completed in the Fall semester, this course represents the **culminating stage of the entrepreneurial learning journey**, where students develop and present an investor-ready business plan.*

11. Evaluation	<p>Students' grades in this course will be determined through a combination of group work and individual reflections.</p> <p>The group project, which accounts for 80% of the final grade, requires students to develop a comprehensive business plan. Projects may originate from ventures developed during the Fall semester core courses of the Minor (i.e., Business Model Innovation and Entrepreneurial Finance), from student-generated ideas, or from challenges proposed by HEG partner organizations.</p> <p>As part of the project, student teams will present their ventures through formal pitch sessions, which will be evaluated by a jury of external experts.</p> <p>Weekly individual reflections will account for the remaining 20% of the final grade.</p>
12. Remediation/repetition	<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>
13. Coordinator / main instructor	<p>Raffi Chammassian</p>
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:</p>
15. Characteristics	<p><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 »)</p>
16. Type	<p><input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:</p>
17. Time organization	<p><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</p>