

Module description

Field of study: Business, Management and Services

Degree course: BSc HES-SO in International Business Management

Major: N/A

Subject to the *Règlement sur la formation de base (Bachelor et Master) à la HES-SO* (R-FB hereafter) and *Regulations for the degree programme Bachelor of Science HES-SO in International Business Management* (R-IBM hereafter; collectively *program regulations* hereafter); and *Règlement d'études des filières Bachelor de la HEG* (RE-HEG hereafter).

1. Title of module	Business Management, Law and Society	2026-2027
Code: 3111	Revision date / Effective date : 2026-06-30 / 2026-09-14	
Equivalent to: 3011+3061 (jointly)	ECTS Credits: 9 Credits	
Level: ☒ Basic module ☐ Further studies module ☐ Advanced module ☐ Specialised module ☐ Other: ...	Type of course: Bachelor's Master's MAS DAS CAS Other: ...	
	Characteristic: Compulsory module	
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

Primary teaching language:

- | | |
|---|-------------------------------------|
| ☒ English | ☐ French |
| ☐ German | ☐ Italian |
| ☐ Spanish | ☐ Other: ... |

Module composition:

Module composed of the course units: 31111-Business Management; 31112-Law I; 31113-Business and Society; and 31114-Law II

Attendance:

Attendance is mandatory for all classes and other activities specified in the module description or syllabus, per art. 24 of the *RE-HEG* and unjustified absence may entail penalties.

Where unjustified absence carries penalties, attendance is regularly monitored via written or digital signature, and any penalties are applied in accordance with institutional regulations.

Penalties for absences: (compulsory-amend as necessary)

- ☒ Attendance at all scheduled teaching activities is mandatory and constitutes a condition for validation of the module. Students whose attendance falls below 80% of these activities are not eligible to be registered for the final examination which entails failure of the module.
- ☐ Attendance at all scheduled teaching activities is mandatory. Each unjustified absence results in a grade penalty of 0.5/6 applied to the final module grade.

- ☐ Each unjustified absence at scheduled course activities identified as mandatory or compulsory in the module description or syllabus entails a grade penalty of 0.5/6 applied to the final module grade...
- ☐ Absence from activities identified as mandatory or compulsory in the module description or syllabus results in the student not being entitled to receive a grade for any associated assessment.
- ☐ Attendance at all scheduled teaching activities contributes directly to the achievement of learning outcomes. Absences are not directly penalised. Attendance may nevertheless be monitored for pedagogical purposes.
- ☐ Additional details: (optional)

3. Prerequisite

(Compulsory – 1 possible response)

- ☐ To have validated the module
- ☐ To have followed the module
- ☒ No prerequisite
- ☐ Other: ...

4. Skills to be gained / general learning objectives

Business Management, Law & Society

The Business Management, Law & Society module provides students with a multidisciplinary foundation for understanding how organizations operate within complex legal, societal, and global contexts. Through its four course units – Business Management, Business Law I, Business & Society, and Business Law II – students are introduced to business thinking, legal reasoning, and ethical decision-making. They learn to analyze organizational environments, apply legal principles relevant to Swiss and EU businesses, and critically assess the role of business in addressing societal and environmental challenges. The module emphasizes the interconnectedness of business management with law, governance, and sustainability, preparing students to navigate real-world complexities with analytical rigor, responsible conduct, and a global perspective.

Business Management

At the end of this course, students should be able to:

- Describe the purpose, roles, and fundamental forms of business organizations, and distinguish firms using common ownership and structural (design) typologies.
- Identify and illustrate key organizational stakeholders and explain the basic principles of governance, accountability, and corporate responsibility.
- Summarize an organization's macro, industry, and competitive environments and apply introductory strategic frameworks (PESTEL, Five Forces, SWOT) to analyze simple situations.
- Explain the concept of organizational resources and capabilities and describe how they inform basic business and corporate strategic choices and support competitive advantage.
- Distinguish between generic business-level strategies (cost leadership, differentiation, focus).
- Recognize the additional complexity introduced by international business activities and analyze simple location decisions using basic international strategy criteria.

Business Law I

At the end of this course, students should be able to:

- Understand, explain and illustrate the Constitutional principles which frame Switzerland's economic system and assess specific situations related thereto.
- Understand and analyse the roles and functions of the various legal structures of enterprises and related rights and obligations for different stakeholders.
- Identify and evaluate the responsibility and potential liability of managers and of specific situations which may occur in actual business life.
- Understand and apply the fundamental principles governing commercial contracts.
- Identify and make distinctions between the main white-collar crimes, understanding the main elements thereof and the consequences and penalties for such offences.

Business & Society

At the end of this course, students should be able to:

- Identify the key political, social, environmental, and economic forces that shape the context in which businesses operate.
- Describe how business activity has contributed to improvements in human well-being and the conditions that enable or limit this contribution.
- Explain the core principles of major sustainability and governance frameworks; including ESG, the UN Sustainable Development Goals, Planetary Boundaries, and circularity, and discuss their ethical implications for responsible business practice.
- Apply introductory analytical and systems thinking tools to examine how business activities create value and impact social and ecological systems.
- Analyze business related societal challenges, as “wicked problems,” by identifying stakeholder perspectives, interdependencies, and associated trade-offs.
- Evaluate business claims, sustainability narratives, and ethical arguments by distinguishing factual evidence from assumptions, value judgments, or unsupported assertions.

Business Law II

At the end of this course, students should be able to:

- Understand and explain the key functions and roles of institutions and stakeholders in a democracy and liberal market economy (parliament, government, judicial and other key stakeholders)
- Identify and explain the functions and responsibilities of key EU institutions for business and society
- Analyse and illustrate the pillars of the Single Market, and other key EU sectoral regulations for business and managers (of primary importance for Swiss firms).
- Understand and explain the implications for managers of the EU Green deal and other sustainability related regulations from a competitiveness point of view for firms and society.
- Explain and evaluate the impact of the evolving international regulatory environment on sustainability and competitiveness of businesses.

5. Teaching and content

(Compulsory – write in as required)

This module is subdivided into the 4 course units below. Specific content is detailed in the syllabus for each course unit, available on the course Moodle page at the start of the course unit.

Autumn Semester**Course unit - Business Management****Content**

- Understanding the organizational environment using strategy analysis frameworks
- Industry and competitive dynamics
- Organizational capabilities; internal organization/structure
- Governance, responsibility, and Accountability
- Foundations of business and corporate strategy; Internationalization

Form

- Lectures; Case studies and Group activities

Course unit - Business Law I**Content**

- Swiss constitutional principles and the business environment
- Legal forms of business organizations
- Corporate governance and managerial responsibility
- Civil and criminal liability in business contexts
- Fundamentals of commercial contracts

- White-collar crime and corporate criminal liability
- Form
- Lectures; Case studies and Group activities

Spring Semester

Course unit - Business and Society

Content

- Business contributions to society through the improvement of human well-being
- Systems Thinking and Socio-Ecological Analysis
- Wicked Problems and Stakeholder Perspectives
- Critical Evaluation of Business Claims and Narratives
- Sustainability and Governance Frameworks
- Foundations of Business Ethics

Form

- Lectures; Case studies and Group activities

Course unit - Business Law II

Content

- Legal foundations of Swiss democracy and its liberal market economy
- EU institutional framework
- The Single Market: principles, freedoms and business implications
- Sectoral EU Regulations relevant for business (incl. Swiss firms)
- EU Green Deal and sustainability regulations
- International regulatory developments and global competitiveness

Form

- Lectures; Case studies and Group activities

6. Assessment and validation methods

(Compulsory – write in as required)

The module grade is calculated as follows:

- | | |
|--------------------------------------|-----|
| • Course unit - Business Management | 30% |
| • Course unit - Business Law I | 20% |
| • Course unit - Business and Society | 20% |
| • Course unit - Business Law II | 30% |

Each course unit will be evaluated by a final exam during the official exam session organized by the school at the end of the semester in which it is taught. Each course unit will also include one or more graded continuous assessments.

☒ Further details regarding assessment and validation methods are specified in the module or course unit syllabus available on the Cyberlearn Moodle page of the module or course unit.

7. Remediation and repetition

(Compulsory – multiple responses possible)

Module repetition and remediation are governed by the *program regulations* as well as the *RE-HEG*.

Remediation

Module eligible for remediation if the overall module grade is between 3.5 and 3.9, in accordance with Art. 29 R-FB. In case of remediation, grades for continuous assessments or bonus grades are not carried over.

- ☒ Module composed of multiple course units evaluated individually: remediation applies exclusively to those course units for which the grade obtained is below 4.0. Remediation takes the form of an additional assessment for each course unit concerned, covering the learning objectives of that course unit, as determined by the relevant course-unit coordinator.
- ☐ Module consisting of a single course unit, or of two integrated course units evaluated jointly at module level: remediation takes the form of one additional assessment covering the learning objectives of the module as a whole.

Repetition

In the event of module repetition, students are required to complete the module in accordance with the following provisions: for modules comprising more than two course units, only those course units for which a grade below 5.0 was obtained must be repeated; for modules comprising one or two course units, students repeating the module must repeat all course units in their entirety, irrespective of the grades previously obtained. Grades or assessment results obtained during a previous attempt are otherwise not carried over.

- ☒ In case of accelerated repetition per Art 7 of the R-IBM, grades for continuous assessments are carried over.
- ☐ In case of accelerated repetition per Art 7 of the R-IBM, grades for continuous assessments are not carried over and are replaced as follows: (please specify).

8. Remarks

(Optional – write in as required)

Further details regarding points 5, 6, 7, 9 & 10 may be specified in a module or course unit syllabus available on the Cyberlearn Moodle page of the module or course unit.

The institution reserves the right to modify the content and organization of the module.

9. Bibliography

(Optional – write in as required)

10. Faculty

(Optional – write in as required)

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Faculty responsible for the module:

Nicolas Montandon

Module description validated on

2026-06-30

Module description validated by

Astrid Dauverné