

Module description

Field of study: *Business, Management and Services*

Degree course: *Bachelor of Science HES-SO in International Business Management*

1. Title of module	Communication IV	2017-18
Code: <i>(Compulsory)</i> 3087	Type of course: <i>(Compulsory – 1 possible response)</i> <input checked="" type="checkbox"/> Bachelor's <input type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> Other: ...	
Level: <i>(Optional – 1 possible response)</i> <input checked="" type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module <input type="checkbox"/> Other: ...	Characteristic: <i>(Optional – 1 possible response)</i> <input checked="" type="checkbox"/> 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: <i>(Optional – 1 possible response)</i> <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module <input type="checkbox"/> Other: ...	Time schedule: <i>(Optional – multiple responses possible)</i> <input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Other: ...	

2. Organisation

ECTS credits 2

Language:

(Compulsory – multiple responses possible)

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> French | <input type="checkbox"/> Italian |
| <input type="checkbox"/> German | <input checked="" type="checkbox"/> English |
| <input type="checkbox"/> Other: ... | |

3. Prerequisite

(Compulsory – 1 possible response)

- 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

English Communication 5

On completion of the module, students should have acquired the level of language necessary to work at a managerial or professional level

By the end of module 5, students should be able to :

- compare the various ways that interviews are used in organisations, noting the differing requirements of each situation;
- make appropriate practical arrangements for successful interviews;
- enhance their listening skills and develop appropriate questioning techniques, reflecting the needs of the situation;
- prepare effectively when attending interviews;
- appreciate related techniques, including those adopted in counseling interviews;

- demonstrate practical skills in the selection and use of appropriate written and oral communications techniques in various channels, including CV, cover letter, oral presentations and interviews;
- reflect on the relationship between theory, research evidence and 'real world' communication practices in the context of job application;

The module includes an intensive preparation for the Business English Certificate (BEC) Higher

5. Teaching and content

- Lectures and academic texts related to the field of study
- Magazine and newspaper articles related to the field of study
- Advanced business skills
- Advanced vocabulary and grammar for job application
- Common interview questions
- Authentic CVs and cover letter samples

6. Assessment and validation methods

(Compulsory – write in as required)

The grading of the module shall be based on:

- Mid-term assessments during weeks 1 to 14 according to decision of the instructor.

(The methods and weightings are communicated by the instructor before the evaluations.)

7. Reassessment requirements

(Compulsory – multiple responses possible)

- 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

7a Reassessment requirements (if module is repeated)

(Compulsory – multiple responses possible)

- Reassessment possible
 No reassessment
 Other (please specify): ...

8. Remarks

(Optional – write in as required)

9. Bibliography

- ADLER, L. (2013) The Essential Guide for Hiring and Getting Hired . Workbench Media
 ASHLEY, A., (2003) Oxford Handbook of Commercial Correspondence , New Edition, Oxford University Press
 BLUNDEL, R., IPPOLITO K. and DONNARUMMA (2013) Effective Organisational Communication: Perspectives, Principles, & Practices , 4th ed., Pearson Education
 BOLLES, R.N. (2015) What Color Is Your Parachute 2016: A Practical Manual for Job-Hunters and Career-Changers . Ten Speed Press; Rev Upd editions
 CAMERON, S. (2007) The Business Student's Handbook: Skills for Study & Employment, Prentice Hall
 CAPPELLI, P. (2015) "Why we love to hate HR ...and what HR can do about it". Harvard Business Review. (July-August)
 CHAMORRO-PREMUZIC, (2015) T. "Managing yourself: Ace the assessment". Harvard Business Review . (July-August)
 DOWNWS, C. ((2008) Cambridge English for job-hunting , Cambridge University Press
 GRANT Halvorson, H. (2015) "Managing yourself: A second chance to make the right impression". Harvard Business Review . (January-February)
 IBARRA, H. (2015) "The Authenticity Paradox". Harvard Business Review (January-February)
 INNES, J. (2012) The Cover Letter Book: Your definitive guide to writing the perfect cover letter (2nd Edition) 2nd Ed. Financial Times Press

INNES, J. (2012) The Interview Question and Answer Book, Pearson Education
MARTIN, C. (2009) Perfect Phrases for Writing Job Descriptions: Hundreds of Ready-to-Use Phrases for Writing Effective, Informative, and Useful Job Descriptions . McGraw-Hill Education
TAYLOR, S. (2012) Model Business Letters, Emails 7th Ed, Financial Times Publishing Harlow, Pearson Education
WINICOT, M. (2015) LinkedIn: Job Search and Career Building: How to Use LinkedIn for Employment and Career Branding. CreateSpace Independent Publishing Platform

10. Teaching staff

Various instructors

Name of the person responsible for the module:

Brigitte Bodmer Hauri

Module description validated on
(Compulsory)

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(Compulsory)