

## 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 III	2018-19
Code: <i>(Compulsory)</i> 3085	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 type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" 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 checked="" type="checkbox"/> Spring semester <input 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 3 & 4

By the end of module 4, students should be able to :

On completion of the two modules, students should be able to

- appreciate the nature and importance of effective communication within and beyond organisations;
- demonstrate practical skills in the selection and use of appropriate written and oral communications techniques in various channels, including printed promotional materials and oral presentations;
- reflect on the relationship between theory, research evidence and 'real world' communication practices.

## 5. Teaching and content

- Lectures and academic texts related to the field of study
- Magazine, newspaper articles and multimedia related to the field of study
- Advanced business skills
- Academic Word List (AWL)
- Grammar for Academic purposes

## 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

Academic Worldlist (AWL)

McLean, S., (2012) The Basics of Communication Studies: 2<sup>nd</sup> ed., Harlow, England, ISBN-13: 978-0-205-19022-5

## 10. Teaching staff

Various instructors

Name of the person responsible for the module:

Brigitte Bodmer Hauri

Module description validated on

*(Compulsory)*

Module description validated by

*(Compulsory)*