

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2020-2021
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Minor name	Humanitarian Communication
4. Code	31014
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	6
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>Humanitarian action: communication, lobbying, marketing</p> <p>From internal communication to international interviews or speaking at an international audience, communication is a key support to efficient humanitarian action. In this minor, we explore the different dimensions of this communication, from internally communicating values, to speaking out to denounce an unacceptable humanitarian situation.</p> <p>After reviewing key elements of humanitarian history and principles, we will delve into different communication tools and practices, based on real cases. First, we will see how efficient marketing tools can contribute to independent assistance operations.</p> <p>After studying the different ways of speaking out and the relationship with the media, we will explore the various tools used in lobbying and the expected outcomes of such practices.</p> <p>Through real-life case studies we will then work on crisis communication cases, including security issues, violations of International Humanitarian Law, and scandals.</p>

10. Contents <i>(General themes and descriptions, the accurate content may change)</i>	<ul style="list-style-type: none"> • Understand and identify different IOs, their environment and their specific stakes. • Identify challenges created by the changes in international relations for IOs and specifically the UN Security Council. • Be familiar with key concepts and practices of conflict resolution. • Understand key global stakes concerning IOs: global health issues, environmental issues, development issues... • Understand key management issues faced by IOs.
11. Evaluation	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • A written exam in week 16 of the semester; and • Mid-term assessments during weeks 1 to 14 according to the decision of the instructor. <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
12. Remediation/repetition	<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. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Aurélie Laforêt
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<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 »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<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