

Module description

Field of study: *Business, Management and Services*

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

1. Title of module

Code:

3085

Level:

- Basic module
 Further studies module
 Advanced module
 Specialised module
 Other: ...

Type:

- Main module
 Module linked to main module
 Optional or subsidiary module
 Other: ...

Communication III & IV

2022-23

Type of course:

- Bachelor's Master's MAS DAS CAS Other: ...

Characteristic:

- 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

Time schedule:

- Module over 1 semester
 Module over 2 semesters
 Spring semester
 Autumn semester
 Other: ...

2. Organisation

ECTS credits 2

Language:

- French Italian
 German English
 Other: ...

3. Prerequisite

- 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

On completion of modules 3 and 4, 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

On completion of modules 3

- 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"

On completion of modules 4

- Lectures and academic texts related to the field of study
- Magazine, newspaper articles and multimedia related to the field of study
- Advanced verbal and nonverbal communication skills
- Persuasive communication skills

6. Assessment and validation methods

Each course syllabus available on the moodle plateforme Cyberlearn describes the assessment and validation methods.

7. Reassessment requirements

- 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)

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