

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 & IV	2024-25
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: ...	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): ...