

## 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 I	2024-25
<b>Code:</b> 3081	<b>Type of course:</b> <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: ...	
<b>Level:</b> <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: ...	<b>Characteristic:</b> <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	
<b>Type:</b> <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: ...	<b>Time schedule:</b> <input type="checkbox"/> Module over 1 semester <input checked="" type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Other: ...	

### 2. Organisation

ECTS credits 4

**Language:**

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

### 3. Prerequisite

- To have validated the module  
 To have followed the module  
 No prerequisite  
 Other: ...

### 4. Skills to be gained / general learning objectives

English Communication 1&2

**By the end of modules 1 and 2, the students will have :**

- developed advanced business communication skills in English at level C1\*;
- developed critical thinking skills through reading, writing, listening and speaking activities.
- received intensive practice in all skills for the Business English Certificate Higher (C1)

**\* Language competence as defined by The Common European Framework of Reference (CEFR): Level C1**

At this level, users are expected to be able to use the structures of a language with ease and fluency. They are aware of the relationship between the language and the culture it exists in, and of the significance of register. This means that to some extent they are able to adapt their language use to a variety of social situations, and express opinions and take part in discussions and arguments in a culturally acceptable way. Users at this level can develop their own interests in reading both factual and fictional texts. They can also produce a variety of types of texts and utterances, such as letters of varying degrees of formality. They can use language in a creative and flexible way, with the ability to respond appropriately to unforeseen as well as predictable situations, producing quite long and complex utterances. The written and spoken texts encountered in most common everyday situations can be dealt with at a level below that reached by the Level C1 user, but some of the more difficult situations connected with renting accommodation demand this level of language. Users at this level can enjoy a wide range of social

contacts. Examinations at Level C1 may be used as proof of the level of language necessary to work at a managerial or professional level or follow a course of academic study at university level.

From the European Framework website: <http://www.coe.int/t/dg4/education/elp/>

## 5. Teaching and content

Intensive BEC Higher Exam preparation  
Advanced Business Vocabulary and Grammar  
Advanced Business skills

## 6. Assessment and validation methods

Each course syllabus available on the moodle platform 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): ...