h e g

Haute école de gestion
Genève

Hes·so

Haute Ecole Spécialisée
de Suisse occidentale
Fachhochschule Westschweiz
University of Applied Sciences and Arts
Western Switzerland

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

Type of course:
☒ Bachelor's ☐ Master's ☐ MAS ☐ DAS ☐ CAS ☐ Other: …

Level:
☐ Basic module
☐ Further studies module
☒ Advanced module
☐ Specialised module
☐ 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

Type:
☒ Main module
☐ Module linked to main module
☐ Optional or subsidiary module
☐ Other: …

Time schedule:
☒ Module over 1 semester
☐ Module over 2 semesters
☒ Spring semester
☐ Autumn semester
☐ Other: …

2. Organisation

ECTS credits 2

Language:
☐ French
☐ German
☐ Other: ...

☐ Italian
☒ English

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.

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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 plateform Cyberlearn describes the assessment and validation methods.

7. Reassessment requirements

☒ Reassessment possible
☐ No reassessment
☐ Other (please specify): …

7a Reassessment requirements (if module is repeated)

☐ 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