

## Module description

Field of study HES-SO Business, Management and Services  
Degree course Master of Science in Business Administration

### 1 Title of module **Intercultural Management & Chinese communication 1** 2022-2023

**Code**  
E.MScBA.390.OB12.EC.22

**Type of course \***  
 Bachelor's  Master's  MAS  EMBA  DAS  CAS  other

**Level**  
 Basic module  
 Further studies module  
 Advanced module  
 Specialised module

**Description**  
 In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO

**Type of module**  
 Main module  
 Module linked to main module  
 Optional or subsidiary module

**Time schedule**  
 Module over 1 semester  
 Module over 2 semesters  
 Spring semester  
 Autumn semester  
 Autres

### 2 Organisation

**ECTS Value**  
4

**Language**  
 English  English - Chinese  
 English - Russian  French  
 French - English  French - German  
 French - German - English  German  
 German - English

### 3 Prerequisites

- The following module(s) must have been validated  
 The following module(s) must have been attended  
 none  
 other

#### Other prerequisites

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

#### Intercultural Management

Upon successful completion of this course, students will be able to:

- Recognize multiple layers of culture.
- Apply various frameworks to analyze culture.
- Identify the cultural assumptions underlying individuals' behavior in a given setting.
- Examine interaction dynamics in multicultural contexts.
- Design strategies to leverage cultural diversity as source of creativity and innovation
- Develop plans to enhance their cultural intelligence.

#### Chinese communication 1

• To have the basic competency of the Chinese language in the following areas:

- listening
- speaking
- reading
- writing

• To have a basic understanding of the Chinese culture and way of communication

### 5 Teaching and content

#### Intercultural Management

The qualities that make a manager successful in one cultural context may not be valid in another. Today, a large number of firms expand into new markets and operate internationally. Firms need managers competent in intercultural management who can successfully navigate across cultures and are capable of leveraging cultural diversity for learning and innovation. This course is designed to develop a deeper understanding of the issues in managing across cultures with a particular focus on the Eurasian region. During the course we will question the importance and relevance of culture in management practice. Then, we will explore methods for discovering culture and develop a framework to diagnose culture whether national, corporate, functional, etc. Afterwards we will examine the impact of culture on strategy, structure, and human resource management. Finally, we will evaluate different approaches to managing cultural differences and examine the role of managers and companies in a global economy.

#### Chinese communication 1

Using the book of "New Practical Chinese Reader" and try to finish the first 6 lessons after the first Autumn semester

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## 6 **Assessment and validation methods**

### Intercultural Management

50% of final grade:

- Individual project (50%): Two self-reflection reports (Assignment I 25%; Assignment II 25%)
- Group project presentation (50%): Analysis and presentation of the chosen theme.

*In case of remédiation, the professor in charge of the course communicates the elements which must be improved or done again and the related deadline.*

### Chinese communication 1

50% of final grade:

- During the semester: one written test, lasting 45 minutes (counting for 30%).
- During the exam session (counting for 70%): one written test, including a listening part, lasting 60 minutes; an individual oral test lasting between 5 and 10 minutes.

*In case of remédiation: oral exam.*

***In case of remédiation, only the failed part (Intercultural Management or Chinese communication 1) will be evaluated and the other grade is kept.***

## 7 **Reassessment requirements \***

- reassessment possible
- no reassessment
- other (please specify below)

***other reassessment modalities***

## 7a **Reassessment requirements (if module is repeated) \***

- reassessment possible
- no reassessment
- other (please specify below)

## 8 **Remarks**

## 9 **Bibliography**

## 10 **Teaching staff**

**Name of head of module \***

Julia Wirth

**Description validated on \***

22.09.2022

**Description validated by \***

Lukas Baschung