

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 & Russian communication 1* 2023-2024

Code
E.MScBA.390.OB12.ER.23

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.

Russian communication 1

At the end of the course, the student should have acquired some of the language skills in the fields of oral and written comprehension, as well as oral and written expression, corresponding to the beginner level.

The student should be able to

- understand simple and clear information related to everyday life (place, time, date, price, etc.)
- read short simple texts
- convey the essential elements of their CV in oral and written form

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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.

Russian communication 1

1. Phonetics, graphics:

- Alphabet
- Phone-graphic correspondence
- Vowels and consonants (hard and soft)
- Tone accent and vowel reduction, consonant muffling
- Intonation in affirmative, interrogative and comparative sentences
- Pronunciation rules

2. Glossary:

- Human beings: age, food and drink; housing, nationalities;
- Human being and society: identity and civil status; family relations;
- Leisure and recreation: sports, transport; restaurants; documents;

3. Grammar:

- Noun: Gender and number, use of cases (Nominative, Accusative, Genitive, Dative, Instrumental, Locative)
- Pronoun: Use of personal, interrogative, demonstrative and possessive pronouns
- Adjective: Agreement of the long adjective, the short adjective
- Verb: Infinitive, tenses: past, present, future, 1st and 2nd conjugations, verb classes and groups
- Conjunctions and prepositions.

4. Russian culture:

- Cultural geography
- Russian traditions: habitats, cuisines, leisure activities

Form: Ex cathedra lessons, group work, role plays, exercises, dictations, use of written and audiovisual media, homework.

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.

Russian communication 1

50% of final grade:

- Individual oral assessment of 15 min. with 15 min. preparation during the end of semester session.

In case of remédiation: Individual oral assessment.

In case of remédiation, only the failed part (Intercultural Management or Russian 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

Russian communication 1

Tatiana Esmantova, Russkij jazyk: 5 elementov. Uchebnik + CD MP3. Uroven' A1 (Elementarnyj), St-Peterbourg: Slatououst, 2008. ISBN: 978-5-86547-370-1

10 Teaching staff

Name of head of module *

Julia Wirth

