

Module description

Field of study HES-SO Business, Management and Services

Degree course Master of Science HES-SO in Business Administration

1 **Title of module** **Project Discovering New Markets** **2021-2022**

Code
E.MScBA.390.OE35.E.21

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

<p>Level</p> <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<p>Description</p> <input checked="" type="checkbox"/> 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	<p>Type of module</p> <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	<p>Time schedule</p> <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Autres
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2 **Organisation**

ECTS Value
5

Language

<input checked="" type="checkbox"/> English	<input type="checkbox"/> English - Chinese
<input type="checkbox"/> English - Russian	<input type="checkbox"/> French
<input type="checkbox"/> French - English	<input type="checkbox"/> French - German
<input type="checkbox"/> French - German - English	<input type="checkbox"/> German
<input type="checkbox"/> German - English	

3 **Prerequisites**

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

Other prerequisites

Participants have to have passed all the modules from the 1st year (1st and 2nd Semester).

Alternatively Students can choose to work on a project week from Switzerland, therefore students are accepted even if they have to repeat some modules.

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

Students will apprehend basic concepts of culture, communication, style of management and teaching. Students will deepen their understanding of how to discover a new market by critically judging the theories discussed by aid of case studies and a real business case where their act as junior consultant. They will acquire strategies to work in an international environment and use these in practical tasks from the business world.

5 **Teaching and content**

Intercultural competencies, nowadays, are regarded as a key qualification needed to meet the requirements of working in an international environment. Training in intercultural communication, negotiation, international networking and observation of leadership are therefore recognized as a critical element in succeeding on the global stage.

In this course, students will develop a critical understanding of culture and its effects on in an international career. For the real case project they act like junior business consultant and gain hands-on experiences.

6 **Assessment and validation methods**

100% presence and participation required.

Final, written business report when acting as junior consultant. Detailed instructions are given at the beginning of the module.

In case of a remediation exam, the module head informs early enough the student about the form of the exam, which can be different than the original one.

No "advanced/accelerated repetition" possible.

7 **Reassessment requirements ***

- reassessment possible
 no reassessment
 other (please specify below)

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

- reassessment possible
 no reassessment
 other (please specify below)

other reassessment modalities

The module has to be reassessed by a project based in Switzerland.

8 **Remarks**

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9 **Bibliography**

- Hollensen, S. (2011): Global Marketing: A decision-oriented approach, 5th ed., London
- Moore, Ch. W., Woodrow, P.J. (2010): Handbook of Global and multicultural negotiation, 1st ed., San Francisco.
- Richard Mead (2005): International management, cross-cultural dimensions, Blackwell Publishing,
- Gibson, R. (2002): Intercultural Business Communication, Oxford.

10 **Teaching staff**

Name of head of module *

Rico Baldegger & Raphaël Gaudart

Description validated on *

16.08.2021

Description validated by *

Raphaël Gaudart