

## Module description

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

### 1 Title of module **Project Leading with Purpose and global Impact** 2023-2024

<b>Code</b> E.MScBA.390.OE35.E.23	<b>Type of course *</b> <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other		
<b>Level</b> <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<b>Description</b> <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	<b>Type of module</b> <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	<b>Time schedule</b> <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres

### 2 Organisation

<b>ECTS Value</b> 5	<b>Language</b> <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Russian <input type="checkbox"/> French - English <input type="checkbox"/> French - German - English <input type="checkbox"/> German - English	<input type="checkbox"/> English - Chinese <input type="checkbox"/> French <input type="checkbox"/> French - German <input type="checkbox"/> German
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### 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

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

### 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. A study trip of 1-2 weeks is organized to deep dive into another ecosystem, get inspired from leaders and learn how to lead with purpose and global impact.

### 6 Assessment and validation methods

100% presence and participation required.

60% - 2 Self-Reflective Reports - Individual

40% - Study Trip Report - Individual

For the students who have not successfully passed the first year (semester 1 + 2), the Study trip is replaced by a project in Switzerland.

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.

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8 **Remarks**

9 **Bibliography**

- 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 \***

16.08.2023

**Description validated by \***

Raphaël Gaudart