

### 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** **2020-2021**

**Code**  
E.MScBA.390.OE35.E.20

**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**

5

**Language**

English  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**

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.

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**

If grade [3.5; 3.9] and if no previous failing marks in the module. Maximum grade is 4.0

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

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### 8 **Remarks**

Grading system: From 6 (very good) to 1 (fail)

### 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 \***

19.08.2020

**Description validated by \***

Raphaël Gaudart