

Module description

Field of study: Business, Management and Services

Degree course: BSc HES-SO in International Business Management

Major: N/A

Subject to the *Règlement sur la formation de base (Bachelor et Master) à la HES-SO* (R-FB hereafter) and *Regulations for the degree programme Bachelor of Science HES-SO in International Business Management* (R-IBM hereafter; collectively *program regulations* hereafter); and *Règlement d'études des filières Bachelor de la HEG* (RE-HEG hereafter).

1. Title of module	Communication and Language	2026-2027
Code: 3152	Revision date / Effective date: 2026-06-30 / 2026-09-14	
Equivalent to: 3081 + 3082 (jointly)	ECTS Credits: 6 Credits	
Level: ☒ Basic module ☐ Further studies module ☐ Advanced module ☐ Specialised module ☐ Other: ...	Type of course: Bachelor's Master's MAS DAS CAS Other: ...	
Type: ☐ Main module ☐ Module linked to main module ☐ Optional or subsidiary module ☐ Other: ...	Characteristic: Compulsory module	
	Time schedule: ☐ Module over 1 semester ☒ Module over 2 semesters ☐ Spring semester ☐ Autumn semester ☐ Other: ...	

2. Organisation

Primary teaching language:

- | | |
|---|--------------------------|
| ☒ English | ☐ |
| ☒ German | ☐ |
| ☒ Spanish | |

Module composition

Module composed of the course units: 31521-Communication I; 31522-Language I (German/Spanish); 31523-Communication II; 31524-Language II (German/Spanish)

Attendance:

Attendance is mandatory for all classes and other activities specified in the module description or syllabus, per art. 24 of the *RE-HEG* and unjustified absence may entail penalties. Where unjustified absence carries penalties, attendance is regularly monitored via written or digital signature, and any penalties are applied in accordance with institutional regulations.

Penalties for absences:

- ☐ Attendance at all scheduled teaching activities is mandatory and constitutes a condition for validation of the module. Students whose attendance falls below 80% of these activities are not eligible to be registered for the final examination which entails failure of the module.
- ☐ Attendance at all scheduled teaching activities is mandatory. Each unjustified absence results in a grade penalty of 0.5/6 applied to the final module grade.

- ☒ Each unjustified absence at scheduled course activities identified as mandatory or compulsory in the module description or syllabus entails a grade penalty of 0.5/6 applied to the final module grade...
- ☒ Absence from activities identified as mandatory or compulsory in the module description or syllabus results in the student not being entitled to receive a grade for any associated assessment.
- ☐ Attendance at all scheduled teaching activities contributes directly to the achievement of learning outcomes. Absences are not directly penalised. Attendance may nevertheless be monitored for pedagogical purposes.
- ☐ Additional details: (optional)

3. Prerequisite

(Compulsory – 1 possible response)

- ☐ To have validated the module
- ☐ To have followed the module
- ☒ No prerequisite
- ☐ Other: ...

4. Skills to be gained / general learning objectives

Communication I

Enable learners to communicate fluently, accurately, and persuasively in English across a wide range of business contexts, demonstrating advanced comprehension, professional writing, and strategic interaction in line with Cambridge Business Linguaskill CEFR C1 standards.

- Develop advanced business communication skills in English at level C1.
- Develop critical thinking skills through reading, writing, listening and speaking.
- Develop and demonstrate effective communication skills in the selection and use of appropriate communications techniques.

Communication II

This skills-based course develops effective public speaking and presentation skills and explores how interpersonal communication shapes and maintains working relationships, including the role of self-disclosure, mindset, active listening, and nonverbal communication. Students will learn how differing communication styles and poor communication can impact teams, inclusion and motivation, and how effective communication agility can enhance collaboration and successful outcomes.

Learning objectives

- Develop and demonstrate effective public speaking and professional presentation skills.
- Enhance critical thinking skills through reading, writing, listening and speaking.
- Understand the nature and importance of effective intrapersonal and interpersonal communication within and beyond organizations.
- Develop written and oral communication skills in English at level C1
- Gain insight into how interpersonal communication shapes and maintains working relationships, including the role of self-disclosure, sociolinguistics, mindset, active listening and nonverbal communication.
- Understand how differing communication styles and poor communication can impact teams, inclusion and motivation.
- Develop greater communication agility and learn to give effective peer to peer feedback.

Autonomous Learning objectives

Develop and acquire essential academic vocabulary, phrases and grammatical complexity, based on the Academic Word List (AWL) to convey ideas in a precise and objective manner and develop critical evaluation of academic texts in the field of study.

Business Spanish I & II

Overarching Goal

Enable learners to communicate effectively in Spanish in common business contexts, with a focus on spoken and written interaction, comprehension, and cultural competence aligned with CEFR B1 levels and exam preparation for DELE, Spanish main suite, and PCEN, Business Spanish certificate exams.

Business German I & II

Overarching goal

Enable learners to communicate fluently and effectively in German in complex business contexts, with a focus on professional interaction, advanced comprehension, and cultural nuance, aligned with CEFR C1 level.

5. Teaching and content**Communication I****1. Communication Skills**

- Deliver structured and persuasive presentations on complex business topics.
- Participate effectively in meetings, negotiations, and interviews.
- Handle challenging conversations (e.g., conflict resolution, performance feedback).
- Adapt tone and register for different audiences and purposes.
- Summarise and synthesise spoken and written information.

2. Vocabulary Development:

- Master advanced, business-related terms and idioms.

3. Grammar & Syntax

- Use complex sentence structures with precision
- Apply advanced verb forms (e.g., perfect tenses, modals for speculation and deduction).
- Use cohesive devices for argumentation and structured writing.
- Avoid common errors in business writing (e.g., redundancy, ambiguity).

4. Listening & Reading Comprehension

- Understand fast-paced spoken English in business settings
- Interpret complex written texts such as reports, proposals, contracts, and articles.
- Identify tone, intent, and implied meaning in professional communication.

5. Writing Skills

- Write clear, concise, and persuasive business documents: Emails and Reports
- Use appropriate formatting, tone, and style for different business contexts.

6. Autonomous Learning Objectives

- Use platforms like BBC Learning English, Business Spotlight, and Grammarly.
- Watch business news, TED Talks, and industry-specific videos.
- Read articles from The Economist, Harvard Business Review, and Financial Times.
- Complete writing and speaking tasks independently.
- Maintain a portfolio of written and spoken work for self-assessment.

Communication II

- Public speaking and professional presentation skills.
- Critical thinking skills
- Intrapersonal and interpersonal communication within and beyond organizations.
- Self-disclosure, sociolinguistics, mindset, active listening, nonverbal communication.
- Communication styles, biases
- Giving feedback.
- AWL; Academic wordlist, wordforms and collocations

Business Spanish I & II

While no prior knowledge of Spanish is required to enrol in Spanish I (A1), a dedicated B1 class may be offered to students who can demonstrate a solid A2 level and wish to progress towards B1. This class will be called Spanish 1 (B1) in Semester 1 and Spanish 2 (B1) in Semester 2. Its opening will be subject to reaching a minimum number of registrations, to be determined by HEG.

The following learning objectives will be benchmarked against the expected proficiency levels of A1 (B1.1 for the intermediate group) in Semester 1 and A2 (B1.2 for the intermediate group) in Semester 2

1. Communication Skills

- Understand and use common business expressions and phrases.
- Participate in basic business conversations (meetings, calls, presentations).
- Write professional emails, memos, and short reports.
- Ask and answer questions about products, services, and procedures.
- Express opinions, preferences, and suggestions in a business context.

2. Vocabulary Development

- Acquire and use general basic and intermediate business-related words and expressions.

3. Grammar & Syntax

- Master present, past, and future tenses in business contexts.
- Use conditional and subjunctive forms for polite requests and hypothetical situations.
- Apply correct gender, number, and verb agreement.
- Use connectors and transition phrases for coherent speech and writing.

4. Listening & Reading Comprehension

- Understand spoken Spanish in business settings (e.g., meetings, interviews).
- Interpret written texts such as emails, brochures, contracts, and reports.
- Identify key information and infer meaning from context.

5. Cultural Competence

- Recognise cultural norms in Spanish-speaking business environments.
- Adapt communication style to formal/informal settings.
- Understand etiquette in meetings, negotiations, and correspondence.

6. Autonomous Learning Objectives

- Use apps (e.g., Duolingo, Babbel, Quizlet) for vocabulary and grammar practice.
- Watch Spanish-language business videos, podcasts, and news.
- Read articles and case studies in Spanish.
- Complete writing and speaking tasks independently.
- Maintain a learning journal to track progress and reflect.

Business German I & II**1. Communication Skills**

- Express ideas clearly and persuasively in meetings, negotiations, and presentations.
- Handle complex business correspondence (emails, reports, proposals).
- Participate actively in discussions, debates, and decision-making processes.
- Adapt language register appropriately for formal and informal business contexts.
- Summarise, paraphrase, and synthesise information from multiple sources.

2. Vocabulary Development

- Acquire and use advanced business vocabulary, terms and idiomatic expressions.

3. Grammar & Syntax

- Use complex sentence structures with subordinate clauses, passive voice, and modal verbs.
- Master advanced verb tenses and moods
- Apply correct case usage in nuanced contexts.
- Use cohesive devices for argumentation and structured writing.

4. Listening & Reading Comprehension

- Understand fast-paced spoken German in professional settings (e.g., webinars, interviews).
- Analyse and interpret complex written texts such as contracts, market reports, and policy documents.
- Identify tone, intent, and implicit meaning in communication.

5. Cultural Competence

- Navigate cultural differences in German-speaking business environments.
- Understand etiquette in formal communication, meetings, and negotiations.
- Recognise regional variations in business practices (Germany, Austria, Switzerland).

6. Autonomous Learning Objectives

- Use advanced apps and platforms (e.g. Deutsche Welle, Business Spotlight).
- Watch German-language business news, documentaries, and panel discussions.
- Read business journals, case studies, and white papers in German.
- Complete writing and speaking tasks independently (e.g., mock presentations, reports).
- Maintain a portfolio of written and spoken work for self-assessment.

6. Assessment and validation methods**The module grade is calculated as follows:**

- | | |
|--------------------------------------|-----|
| • 31521-Communication I | 25% |
| • 31522-Language I (German/Spanish) | 25% |
| • 31523-Communication II | 25% |
| • 31524-Language II (German/Spanish) | 25% |

Communication I

Two tests evaluate business English vocabulary, grammar, comprehension and communication skills at C1 level using Business Linguaskill writing and speaking assessment criteria aligned to the CEFR.

Continuous assessment format:

Written exam 40%: Business Linguaskills C1 tasks, reading, listening and writing tasks: report: 250 words. 100 min.

Speaking exam in pairs 40%: 15 min.

Business workshop 20%: problem-solving task

Communication II**Continuous assessment format:**

Written test: AWL collocations and word formation: 30% 60 minutes.

Presentation: 50%, 40 minutes per team, including game and 10 min discussion.

Participation 20%: Class activities and discussions: 10%; role-play: 10%.

Business Spanish I & II

Business Spanish I: Two tests per semester assess business Spanish vocabulary, grammar and written expression at A1 level using DELE assessment criteria which are aligned to the Common European Framework of Reference for Languages (CEFR)
Business Spanish II: Two tests per semester assess business Spanish vocabulary, grammar, written expression and reading comprehension at A2 level using DELE assessment criteria which are aligned to the Common European Framework of Reference for Languages (CEFR)

Continuous assessment format:

Written test 2/3 and oral test 1/3 of final grade:

True beginners (A1)

- Spanish I (A1):
 - Test 1 - vocabulary, grammar and written expression (45 min.)
 - Test 2 - vocabulary, grammar and written expression (45 min.)
 - Speaking exam: Oral expression and interaction (15 min. per group of three students)
- Spanish II (A2):
 - Test 1 - vocabulary, grammar, written expression and reading comprehension (45 min.)
 - Test 2 - vocabulary, grammar, written expression and reading comprehension (45 min.)
 - Speaking exam: Oral expression and interaction (15 min. per group of three students)

Intermediate students (B1)

- Spanish I (B1.1):
 - Test 1 - vocabulary, grammar and written expression (45 min.)
 - Test 2 - vocabulary, grammar, listening comprehension, written comprehension and written expression (60-90 min.)
 - Speaking exam: Oral expression and interaction (15 min. per group of three students)
- Spanish II (B1.2):
 - Test 1 - vocabulary, grammar and written expression (45 min.)
 - Test 2 - vocabulary, grammar, listening comprehension, written comprehension and written expression (60-90 min.)
 - Speaking exam: Oral expression and interaction (15 min. per group of three students)

Business German I & II

Two tests per semester evaluate business German vocabulary, grammar, comprehension and communication skills at B2+-C1 level using TELC assessment criteria which are aligned to the Common European Framework of Reference for Languages (CEFR).

Continuous assessment format:

Schriftliche Prüfung 50% : Lesen, Hören, Lesen & Schreiben, Sprachbausteine & Schreiben 90 min.

Mündliche Prüfung 40%: Oral expression and interaction (15 min. per pair)

German I: Schriftliche Aufgabe: 10% German 2: Pitch oder kurze Präsentation

☒ Further details regarding assessment and validation methods are specified in the module or course unit syllabus available on the Cyberlearn Moodle page of the module or course unit.

7. Remediation and repetition

Module repetition and remediation are governed by the *program regulations* as well as the *RE-HEG*.

Remediation

Module eligible for remediation if the overall module grade is between 3.5 and 3.9, in accordance with Art. 29 R-FB. In case of remediation, grades for continuous assessments or bonus grades are not carried over.

☒ Module composed of multiple course units evaluated individually: remediation applies exclusively to those course units for which the grade obtained is below 4.0. Remediation takes the form of an additional assessment for each course unit concerned, covering the learning objectives of that course unit, as determined by the relevant course-unit coordinator.

☐ Module consisting of a single course unit, or of two integrated course units evaluated jointly at module level: remediation takes the form of one additional assessment covering the learning objectives of the module as a whole.

Repetition

In the event of module repetition, students are required to complete the module in accordance with the following provisions: for modules comprising more than two course units, only those course units for which a grade below 5.0 was obtained must be repeated; for modules comprising one or two course units, students repeating the module must repeat all course units in their entirety, irrespective of the grades previously obtained. Grades or assessment results obtained during a previous attempt are otherwise not carried over.

- ☐ In case of accelerated repetition per Art 7 of the R-IBM, grades for continuous assessments are carried over.
☒ In case of accelerated repetition per Art 7 of the R-IBM, grades for continuous assessments are not carried over and are replaced as follows: Specified in syllabus.

8. Remarks

Further details regarding points 5, 6, 7, 9 & 10 may be specified in a module or course unit syllabus available on the Cyberlearn Moodle page of the module or course unit.

The institution reserves the right to modify the content and organization of the module.

9. Bibliography

Business Spanish I & II: Coursebook *Emprendedores A1- A2* (for true beginners), *Emprendedores B1* (for intermediate students)

Business German I & II *Im Berufssprachkurs C1*

10. Faculty

Communication I B Bodmer, J Clickner, J Sanchez-Bermudez, S Tourle, S Gillett

Communication II B Bodmer, J Clickner, Sanchez-Bermudez

Spanish I S Salmon Piñeiro, J Sanchez Bermudez

Spanish II S Salmon Piñeiro, J Sanchez Bermudez

German I B Bodmer, A Seeber

German II B Bodmer, A Seeber

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Faculty responsible for the module:

Brigitte Bodmer

Module description validated on

2026-06-30

Module description validated by

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