

active since HS 2014/15

Module Name: Culture and Foreign Language			
Module Code	w.BA.XX.1CFL-IM.XX		
Degree Program and Discipline	<input type="checkbox"/> BA – General Management <input type="checkbox"/> BA – General Management - Program in English <input type="checkbox"/> BA – Banking and Finance <input type="checkbox"/> BA – Banking and Finance - Program in English <input type="checkbox"/> BA – Accounting, Controlling, Auditing <input type="checkbox"/> BA – Risk and Insurance <input type="checkbox"/> BA – Economics and Politics <input checked="" type="checkbox"/> International Management <input type="checkbox"/> Business Law <input type="checkbox"/> Business Information Technology		
Legal Framework	Academic Regulations Bachelor 09 dated by 29.01.2009 Appendix of Academic Regulations dated by 12.05.2009, last modification: 04.03.2014		
Module Category	Type of Module <input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Consolidation <input type="checkbox"/> Compulsory Elective <input type="checkbox"/> Elective	Module Level <input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Specialized	Program Phase <input type="checkbox"/> Assessment <input checked="" type="checkbox"/> Main study program
ECTS	6		
Organizational Unit	SGL - Study Abroad		
Module Coordinator	TBD		
Deputy Module Coordinator	TBD		
Prerequisite Knowledge	none		
Relevant Program Objectives	Knowledge and understanding, application of knowledge and understanding, ability to make judgments, communication skills, self-learning skills		
Contributions to Program Objectives	<p>Knowledge and Understanding (High)</p> <ul style="list-style-type: none"> To develop a broad knowledge base in current and internationally oriented business administration through business-oriented language analysis. To acquire fundamental language knowledge of foreign language with its productive and receptive skills. To acquire fundamental knowledge about cultural environment and its connection to the language. <p>Application of Knowledge and Understanding (High)</p> <ul style="list-style-type: none"> To apply foreign language and business communication skills in various cross-cultural contexts. To be able to analyze issues of business administration in organisations and public administrations and to respond to those successfully in written and spoken form. <p>Ability to Make Judgments (High)</p> <ul style="list-style-type: none"> To apply their communication skills to interpret a communicative context successfully, make correct judgments and adjust communication accordingly. To demonstrate responsible decision making, act responsibly and be able to justify their approach and results using appropriate arguments. <p>Communication Skills (High)</p> <ul style="list-style-type: none"> To develop their communication skills in a foreign language. To be able to communicate successfully to various target groups and situations. <p>Self-Learning Skills (High)</p> <ul style="list-style-type: none"> To develop their self-learning skills through guided self-study exercises that allow students to experience and experiment with different learning strategies based on teacher feedback. 		
Primary Module Aim	The students are able to read and understand a wide variety of texts which are related to their field of study and cultural understanding. Through active participation in discussions and simulated meetings students can express their opinions fluently and convincingly, contributing ideas and responding to them, using vocabulary and grammatical structures at A1/A2 + of the Common European Framework of References for Languages. In business writing, the students are able to write typical emails of arrangement, enquiry and response to an enquiry. The students can understand the most important points made in discussions, meetings and interviews which are delivered at natural speed.		
Module Content	<ul style="list-style-type: none"> Development of reading comprehension using texts from the course book plus texts from a bank of business-related texts, a number of which are taken directly from the students' core degree subject material Writing workshops: development of writing skills, particularly typical business email 		

	writing <ul style="list-style-type: none"> • Development of listening skills using authentic audio material • Development of business vocabulary, idiomatic expressions and set expressions • Revision and practice of important grammatical structures • Development of speaking skills through simulations of meetings, role plays and discussions in business-related contexts 			
Competence-Oriented Learning Goals	After completing this module, students will be able to... Knowledge and Understanding <ul style="list-style-type: none"> • ...develop and apply effective study techniques for learning vocabulary including core subject vocabulary. • ...understand how the class is there to support their access to their core topics (from a language perspective). • ...relate their foreign language knowledge to their core degree subjects. Application of Knowledge and Understanding <ul style="list-style-type: none"> • ...conduct simple discussions. • ...write emails dealing with such issues as: arranging a meeting, making enquiries and responding to an email of enquiry. • ...understand a wide range of typical texts, correspondence and reports. • ...apply what they learn inside the classroom to their work and study outside the classroom. Ability to Make Judgments <ul style="list-style-type: none"> • ...understand the most important points made in discussions, meetings and interviews which are delivered at natural speed. Communication Skills <ul style="list-style-type: none"> • ...actively take part in discussions and express their opinions fluently and convincingly. • ...take part in a meeting – contributing ideas, responding to ideas. Self-Learning Skills <ul style="list-style-type: none"> • ...improve their knowledge and use of grammar through self-study and classroom work. • ...use a monolingual dictionary correctly. 			
Links to Other Modules	The module is linked to the following module(s): Module: Content: International Environment of Business culture and society, culture and business Corporate Culture & Cross-Cultural Mgt. cross-cultural communication, verbal and non-verbal communication			
Teaching Method(s)	Classroom Instruction <input type="checkbox"/> Lectures <input type="checkbox"/> Interactive instruction <input type="checkbox"/> Exercises <input type="checkbox"/> Discussion <input type="checkbox"/> Presentation <input type="checkbox"/> Group project <input type="checkbox"/> Case studies <input type="checkbox"/> Review of literature <input type="checkbox"/> Simulation(s) <input type="checkbox"/> Others:	Guided Self-Study <input type="checkbox"/> Individual work <input type="checkbox"/> Working with a partner <input type="checkbox"/> Group work		
Classroom Attendance Requirement	100%			
Type of Instruction	Classroom Instruction (1 x 45 min. lesson = 1 h workload)	Guided Self-Study (1 x 45 min. lesson = 1 h workload)	Autonomous Self-Study (1 x 45 min. lesson = 1 h workload)	
Large Class	h	h		
Small Class	h	h		
Group Instruction	h	h		
Practical Work	h	h		
Seminar	h	h		
Total	h	h	h	
Performance Assessments	Type	Number	Length (min.)	Type
	<input type="checkbox"/> Written exam(s)			<input type="checkbox"/> Written exam(s)
	<input type="checkbox"/> Oral exam(s)			<input type="checkbox"/> Oral exam(s)
	<input type="checkbox"/> Talk/oral presentation(s)			<input type="checkbox"/> Talk/oral presentation(s)
	<input type="checkbox"/> Paper(s)			<input type="checkbox"/> Paper(s)
	<input type="checkbox"/> Others:			<input type="checkbox"/> Others:
	Type	Weighting	Form	

	Written exam(s)		<input type="checkbox"/> Open book <input type="checkbox"/> Specified materials <input type="checkbox"/> Closed book
	Oral exam(s)		
	Talk/oral presentation(s)		
	Paper(s)		
	Others:		
	Permitted Resources acc. to the guidelines on the use of examination aids/resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse") <ul style="list-style-type: none"> <input type="checkbox"/> Free choice of calculator <input type="checkbox"/> Calculator supplied by ZHAW <input type="checkbox"/> Non-programmable calculator <input type="checkbox"/> Dictionary <input type="checkbox"/> Others (please specify): 		
Language of Instruction/Examination	<input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> French		
Teaching Materials	<input type="checkbox"/> Lecture slides <input type="checkbox"/> Script <input type="checkbox"/> Online resources <input type="checkbox"/> Others (please specify):		
Compulsory Reading	-		
Recommended Reading	-		
Comments	Study Abroad Module		