

2019.HS

Module Name: Communication	
Module Code	w.BA.XX.2Comm-en.XX
Module Description	Students are prepared to face the challenges of communicating in an ever more complex academic and business environment. They develop advanced communication competence and learn new techniques and methods of communication to deal with issues of relevance in a business context.
Program and Specialization	Business Administration - Banking and Finance (PiE)
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: First-Year Studies
ECTS	6
Organizational Unit	W Komm. & Mathem. in W&R Ltg.
Module Coordinator	Philipp Gwerder (gwee)
Deputy Module Coordinator	Martin Fricker (frii)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § explain the possibilities they have to shape communication instruments with audience appeal, questioning techniques, reasoning types, and various tactics § list the elements of successful negotiation § know how to adapt their style of communication to various cultural contexts § prepare and give a presentation using suitable media § conduct a negotiation according to the Harvard principle § draft and give a speech to convince their audience § produce a correct abstract or management summary and structure it appropriately § conduct research on aspects of business administration and use it to find effective solutions for dealing with communication issues § analyze complex communication situations using the Schulz von Thun model and evaluate suitable solutions § assess negotiation styles § evaluate (their own) para-verbal and non-verbal communication style and enhance it § are familiar with basic cultural differences with respect to business communication § develop suitable solutions to communication issues § reason effectively and respond to communication partners using suitable questioning and reasoning techniques § understand the full complexity of communication

	§ apply the various instruments of communication effectively to solve communication issues in a business context		
Module Content	§ Foundations of professional communication § Presentation skills § Reasoning skills § Negotiation skills § Working with communication-related cases § Communicating in ways that are logically cohesive, well structured, and take into account specific target audiences and situations § Principles of intercultural business communication § Speeches with audience appeal § Principles of para- and nonverbal design in oral communication situations		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Presentation § Group project(s)	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	-	
Small Class	28 h	60 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	60 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	90	75.00 %
Permitted Resources	No calculator		
Others			
	Assessment	Length (min.)	Weighting
Talk/oral presentation	Pass/Fail	12	-
Persuasive Speech	Grade	5	25.00 %
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	§ Chartered Management Institute (2015). Managing Business Communications. 1st edition. London: Profile Books Ltd. ISBN 978-1-78125-424-0.		
Recommended Reading	§ Verderber, R. & Verderber, K. (2013). The Challenge of Effective Speaking. 12th edition. Belmont: Thomson Wadsworth. ISBN 0-534-56385-6.		
	§ Witt, C. (2009). Real Leaders Don't Do PowerPoint. London: Piatkus. ISBN 978-0-7499-4260-1.		
	§ Moll, M. (2012). The Quintessence of Intercultural Business Communication. Heidelberg: Springer. ISBN 978-3-642-28237-9.		
	§ Chaney, L. & Martin, J. (2007). Intercultural Business Communication. 4th edition. Upper Saddle River, NJ: Pearson Prentice Hall. ISBN 0-13-186009-7.		

Comments	<p>The performance assessment "Presentation" consists of three parts:</p> <ol style="list-style-type: none">1. Registering for a group (on Moodle): Students are obliged to register. (Failure to register will result in a fail and the deduction of 1.0 point from the final module grade.)2. Preparation of the presentation. (Failure to contact the group within 48 hours of group and topic allocation and/or non-participation in preparations will result in a fail and the deduction of 1.0 point from the final module grade for the student in question.)3. Giving the presentation. (Failure to participate will result in a fail and the deduction of 1.0 from the final module grade for the student in question). A lack of attention to the evaluation criteria will lead to a fail, but in this case it will be possible to submit a reworked version within seven days to obtain a pass. (Penalty for late or incorrect reworking: A fail and the deduction of 1.0 from the final module grade.) An absence without a medical certificate (which must be presented within three days) will lead to a fail and the deduction of 1.0 from the final module grade. <p>Performance assessment "Persuasive Speech":</p> <p>Failure to complete this performance assessment will result in a grade of 1.0 (minimum grade). In the case of an absence due to illness, a medical certificate must be presented within three days; otherwise, a grade of 1.0 (minimum grade) will be awarded.</p>
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