

2019.FS

Module Name: Communication	
Module Code	w.BA.XX.2Komm-WIN.XX
Module Description	Students are prepared to face the challenges of communicating in an ever more complex academic and business environment. They further develop existing communication skills and learn new techniques and methods of communication to deal with issues of relevance in a business context.
Program and Specialization	Business Information Technology
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	Jeannette Philipp (phij)
Deputy Module Coordinator	Christian Stadler (stla)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § 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 <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<ul style="list-style-type: none"> Students... <ul style="list-style-type: none"> § are able to explain communicative design options such as public appeal funds, questioning techniques, and argument types and tactics. § are able to list the elements of successful negotiation. § name the elements of a scientific style. § are able to prepare and give a presentation using suitable media. § conduct a negotiation according to the Harvard principle. § draft and give a speech to persuade an audience. § analyze the structure of the genres "abstract" and "management summary." § are able to research aspects of business administration and prepare themselves to solve communicative problems. § analyze complex communication situations using the Schulz von Thun model and evaluate and find suitable solutions. § evaluate negotiation styles. § evaluate (their own) paraverbal and non-verbal communication style in order to improve it. § produce accurate texts that meet linguistic and academic style criteria § develop suitable solutions to communication issues. § are able to argue effectively and respond to communication partners using suitable questioning and reasoning techniques. § understand the full complexity of communication.

	§ are able to explain and apply the various instruments of communication to solve communicative problems in the business context.		
Module Content	§ Foundations of professional communication § Presentation skills § Reasoning skills § Negotiation skills § Dealing with specific communication-related cases § Communicating in ways that are logically cohesive and well-structured and that take into account specific target audiences and situations § Academic writing style § Wording with audience appeal § Para- and non-verbal elements of oral communication		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Presentation § Group project	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
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.)
	Persuasive speech	Grade	5
	Talk/oral presentation	Pass/Fail	12
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	§ Philipp, J. & Stadler, C. (2016). Argumentieren! Fallanalyse, Grundlagen, Übungen. 1. Auflage edition. Zürich: vdf. ISBN 978-3-7281-3722-7.		
Recommended Reading	§ Klotzki, P. (2012). Wie halte ich eine gute Rede? In 7 Schritten zum Publikumserfolg. 2nd edition. München: dtv. ISBN 978-3423508735. § Reynolds, G. (2008). ZEN oder die Kunst der Präsentation. Mit einfachen Ideen gestalten und präsentieren. München: Pearson. ISBN 978-3-8273-2708-6. § Thiele, A. (2006). Die Kunst zu überzeugen. Faire und unfaire Dialektik. 8th edition. Berlin u.a.: Springer. ISBN 978-3-322-87168-8. § Thomson, A. (2001). Argumentieren – und wie man es gleich richtig macht. Stuttgart: Klett-Cotta. ISBN 3-608-94202-5. § Schulz von Thun, F., Ruppel, J. & Stratmann, R. (2010). Miteinander reden. Kommunikationspsychologie für Führungskräfte. 11th edition. Hamburg: Rowohlt. ISBN 978-3-499-61531-3. § Philipp, J. & Stadler, C. (2014). Wie verhandle ich? Fallanalyse, Grundlagen, Übungen. 1. Auflage edition. Zürich: vdf. ISBN 978-3-7281-3580-3.		

Comments	<p>The performance assessment "Presentation" consists of three parts:</p> <ol style="list-style-type: none">1. Enabling the allocation to a group (Moodle): Students are required to register on Moodle (penalty for failure to register: Fail and the reduction of one grade point from the final module grade).2. Preparing for the presentation (penalty for failure to contact the group within 48 hours and/or failure to participate in the preparation phase: a fail and the reduction of one grade point from the final module grade for the group member in question).3. Giving the presentation (penalty for failure to participate: Fail and the reduction of one grade point from the final module grade for the group member in question). Ignoring any of the evaluation criteria will lead to a fail, but in this case it will be possible to submit a written group assignment within seven days to obtain a pass (penalty for late or unsatisfactory assignment: a fail and the reduction of one grade point from the final module grade. Absence without a medical certificate will lead to a fail and the reduction of one grade point from the final module grade. <p>Performance assessment "Persuasive Speech": If the performance assessment is not provided, the student will be awarded a 1.0 (lowest grade).</p>
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