

2019.HS

Module Name: Communications			
Module Code	w.BA.XX.2Komm-flex.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	<ul style="list-style-type: none"> § Business Administration - Banking and Finance (FLEX) § Business Administration - General Management (Flex) § Business Administration - Risk and Insurance (Flex) 		
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	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory</td> <td style="width: 50%;">Program Phase: First-Year Studies</td> </tr> </table>	Module Type: Compulsory	Program Phase: First-Year Studies
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ECTS	6		
Organizational Unit	W Komm. & Mathem. in W&R Ltg.		
Module Coordinator	Veronika Huebl (hueb)		
Deputy Module Coordinator	Philipp Gwerder (gwee)		
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	<p>Students...</p> <ul style="list-style-type: none"> § are able to explain the possibilities they have to shape communication, such as instruments with audience appeal, questioning techniques and reasoning types, and tactics. § list elements of successful negotiation. § name stylistic elements of academic writings. § 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 convince an audience. § analyze the text types abstract and management summary with regard to their structure. § are able to conduct research on aspects of business administration and use it in finding effective solutions for dealing with communication issues. § analyze complex communication situations using the model of Schulz von Thun and find and evaluate suitable solutions. § assess negotiation styles. § are able to evaluate (their own) paraverbal and nonverbal communication style and use this information to enhance it. § create texts that are correct in terms of the criteria of linguistic and academic style. § develop suitable solutions for communication issues. 		

	§ are able to reason effectively and respond to communication partners using suitable questioning and reasoning techniques. § understand the full complexity of communication. § are able to consider the various instruments of communication to solve communication issues in a business context and apply them effectively.		
Module Content	§ Foundations of professional communication § Presentation skills § Reasoning skills § Negotiation skills § Cases to work on specific aspects of communication § Communicating in ways that are logically cohesive, structured, and take into account specific target audiences and situations § Academic writing § Effective phrasing § Use of paraverbal and nonverbal means of oral communication		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Group work § Presentation	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	24 h	92 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	24 h	92 h	64 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
Persuasive speech	Grade	5	25,00 %
Talk/oral presentation	Pass/Fail	12	-
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	§ (2019). Argumentieren! Fallanalyse, Grundlagen, Übungen. Zürich: vdf. ISBN 978-3-7281-3941-2.		
Recommended Reading	§ Klotzki, P. (2012). Wie halte ich eine gute Rede? In 7 Schritten zum Publikumserfolg. 2nd edition. München: dtv. ISBN 9783423508735. § 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. Berlin: 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. Reinbek bei Hamburg: Rowohlt. ISBN 978-3-499-61531-3. § Philipp, J. & Stadler, C. (2014). Wie verhandle ich? Fallanalyse, Grundlagen, Übungen. 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. Preparation of the presentation: Failure to contact the group within 48 hours of group and topic allocation and/or failure to participate in the assignment will result in a fail and the deduction of a whole grade point from the module's final grade for the respective group member.2. Giving the presentation: Failure to participate will result in a fail and the deduction of a whole grade point from the module's final grade for the respective group member. A lack of attention to the evaluation criteria will lead to a fail. However, in such cases, it is possible to submit a written rework assignment within seven days in order to obtain a pass (penalty for late or defective rework: fail and deduction of a whole grade point from the module grade). Absence without a medical certificate (which must be presented within three days) will lead to a fail and to the deduction of a whole grade point from the module grade. <p>Performance assessment "Persuasive Speech": Absence without a medical certificate (which must be presented within three days) will result in being awarded a grade of 1.0.</p>
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