

Valid for 2021.HS

Module Name: Communications			
Module Code	w.BA.XX.2Komm.XX		
Module Description	Students are prepared to face the challenges of communicating in an ever more complex business and academic 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	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - Risk and Insurance 		
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 Kommunikation in Wirtschaft und Recht		
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	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	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 an abstract or management summary in terms of its structure. § are able to research aspects of business administration and use their findings to solve communication problems. § analyze complex communication situations using the Schulz von Thun model and find suitable solutions. § evaluate negotiation styles. § are able to evaluate (their own) paraverbal and nonverbal 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, well-structured, and take into account specific target audiences and situations § Academic writing style § Expressing oneself effectively to reach a target audience § Paraverbal and nonverbal means of oral communication		
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) § 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
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Written performance assessment	Grade	60	75,00 %
Persuasive speech	Grade	5	25,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	German		
Compulsory Reading	§ Philipp, J. & Stadler, C. (2019). Argumentieren! Fallanalyse, Grundlagen, Übungen. 2nd edition. Zürich: vdf Hochschulverlag an der ETH Zürich. 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. 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. Reinbek bei Hamburg: Rowohlt. ISBN 978-3-499-61531-3. § Philipp, J. & Stadler, C. (2014). Wie verhandle ich? Fallanalyse, Grundlagen, Übungen. 1st edition. Zürich: vdf Hochschulverlag an der ETH Zürich. ISBN 978-3-7281-3580-3.		
Comments	The module description is based on the assumption that in the fall semester 2021 classes and exams will both take place on campus. Changes affecting the module or type of performance assessment are however possible at short notice if the situation changes due to the pandemic.		