

Valid for 2021.FS

<b>Module Name: Communications and Law</b>	
Module Code	w.BA.XX.2KommR-BL.XX
Module Description	Students identify the key linguistic tools commonly used in legal practice and develop an oral and written command of standard and specialist German appropriate to university-level study and professional practice in the field of commercial law. Students learn to address audiences in a convincing manner by using rhetoric devices effectively as well as presenting lines of argument in a discriminating and structured way. Students are able to prepare and deliver speeches and presentations.
Program and Specialization	Business Law
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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> First-Year Studies
ECTS	3
Organizational Unit	W Kommunikation in Wirtschaft und Recht
Module Coordinator	Philipp Gwerder (gwee)
Deputy Module Coordinator	Jeannette Philipp (phij)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ are able to recognize and name selected rhetorical figures and types of argument in argumentative texts.</li> <li>§ are able to apply rhetorical figures and types of argument effectively and appropriately both to audiences and in written texts.</li> <li>§ are able to assess and comprehend communication tools such as para- and non-verbal design elements, types of argument, and choice of words effectively and appropriately in commercial law contexts.</li> <li>§ are able to shape opinion effectively using rhetorical and argument techniques and present these effectively in para- and non-verbal ways.</li> <li>§ are able to give a presentation on a business law subject that is appropriate for the target audience.</li> <li>§ are able to draft a written argument that is formulated in a convincing manner and meets its objective.</li> <li>§ are able to practice and develop personal responsibility for their own learning in both guided and autonomous study.</li> <li>§ are able to adapt their means of expression and demeanor to the needs of various target audiences.</li> </ul>

Module Content	§ The theory and practice of argument § Rhetorical figures § Para- and non-verbal design of speeches § Speech structures § Presentation techniques § Syntax of oral communication		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2SuR-BL.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Exercises § Literature Review	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	-	-	
Small Class	28 h	29 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>29 h</b>	<b>33 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Persuasive speech	Grade	5	25,00 %
Written performance assessment	Grade	30	75,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	German		
Compulsory Reading	§ Philipp, J. & Stadler, C. (2019). Argumentieren. 2nd edition. Zürich: vdf Hochschulverlag an der ETH Zürich. ISBN 978-3-7281-3941-2.		
Recommended Reading	§ Duarte, N. (2009). slide:ology: Oder die Kunst, brillante Präsentationen zu entwickeln. Beijing et al.: O'Reilly. ISBN 978-2-89721-939-7. § Thomson, A. (2001). Argumentieren - und wie man es gleich richtig macht. Stuttgart: Klett Cotta. ISBN 3-608-94202-5. § Allhoff, D. & Allhoff, W. (2016). Rhetorik & Kommunikation. Ein Lehr- und Arbeitsbuch. 17th edition. München: Reinhardt. ISBN 978-3497026616.		
Comments	-		