

2019.HS

Module Name: Communications and Law	
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	Module Type: Compulsory
	Program Phase: First-Year Studies
ECTS	3
Organizational Unit	W Komm. & Mathem. in W&R Ltg.
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"> § 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 recognize and name selected rhetorical figures and types of argument in argumentative texts. § are able to apply rhetorical figures and types of argument effectively and appropriately both to audiences and in written texts. § 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. § are able to shape opinion effectively using rhetorical and argument techniques and present these effectively in para- and non-verbal ways. § are able to give a presentation on a business law subject that is appropriate for the target audience. § are able to draft a written argument that is formulated in a convincing manner and meets its objective. § are able to practice and develop personal responsibility for their own learning in both guided and autonomous study. § are able to adapt their means of expression and demeanor to the needs of various target audiences. § are able to convey their point of view appropriately when participating in a discussion or debate.

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 § Presentation	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	28 h	28 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	28 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	60	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. (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	The performance assessment "Presentation" consists of three parts: 1. Registering for a group: Students are required to register (penalty for failure to register: Fail and reduction of 1.0 from the final module grade). 2. Preparation of a presentation (sanctions for failure to contact the group within 48 hours of group and topic allocation and/or non-participation in the preparations: Fail and reduction of the final module grade by 1.0 for the student in question). 3. Giving the presentation (penalty for non-participation: Fail and reduction of the final module grade by 1.0 for the student in question); failure to comply with the evaluation criteria will lead to a fail, but in this case it will be possible for the group to submit a reworked version within seven days to obtain a pass (penalty for late or incorrect reworking: Fail and reduction of the final module grade by 1.0); absence without a medical certificate (which must be presented within three days) will lead to a fail and the reduction of the final module grade by 1.0. Performance assessment "Persuasive Speech": In case of absence due to illness, a medical certificate must be presented within three days; failure to do so will result in a minimum grade of 1.0 for this performance assessment.		