

Valid for 2023.HS

| <b>Module Name: Communications</b>                          |   |
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| Module Code   | w.BA.XX.3Komm-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                                  | § Business Administration - Specialization in Banking and Finance (FLEX)<br>§ Business Administration - Specialization in General Management (Flex)   |
| Legal Framework   | Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009   |
| Module Category   | <b>Module Type:</b><br>Compulsory   |
|   | <b>Program Phase:</b><br>First-Year Studies   |
| ECTS  | 6   |
| Organizational Unit   | W Kommunikation in Wirtschaft und Recht   |
| Module Coordinator  | Christian Stadler (stla)  |
| Deputy Module Coordinator                                   | Jeannette Philipp (phij)  |
| Prerequisite Knowledge                                      | -   |
| Contribution to Program Learning Goals (Affected by Module) | § Professional Competence<br>§ Methodological Competence<br>§ Social Competence<br>§ Self-Competence  |
| Contribution to Program Learning Objectives                 | Professional Competence<br>§ Knowing and Understanding Content of Theoretical and Practical Relevance<br>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance<br>§ Evaluate Content of Theoretical and Practical Relevance<br>Methodological Competence<br>§ Problem-Solving & Critical Thinking<br>§ Scientific Methodology<br>§ Work Methods, Techniques, and Procedures<br>§ Information Literacy<br>§ Creativity & Innovation<br>Social Competence<br>§ Written Communication<br>§ Oral Communication<br>§ Teamwork & Conflict Management<br>§ Intercultural Insight & Ability to Change Perspective<br>Self-Competence<br>§ Self-Management & Self-Reflection<br>§ Ethical & Social Responsibility<br>§ Learning & Change   |
| Module Learning Objectives                                  | Students...<br>§ are able to explain the possibilities they have to shape communication, such as instruments with audience appeal, questioning techniques and reasoning types, and tactics.<br>§ list elements of successful negotiation.<br>§ name stylistic elements of academic writing.<br>§ conduct a negotiation according to the Harvard principle.<br>§ draft and give a speech to convince an audience.<br>§ analyze abstracts and management summaries in terms of their structure.<br>§ analyze complex communication situations using the model of Schulz von Thun and find and evaluate suitable solutions.<br>§ assess negotiation styles and know strategies for effective communication.<br>§ are able to evaluate (their own) paraverbal and nonverbal communication style and use this information to enhance it.<br>§ create texts that are correct in terms of linguistic norms and academic style.<br>§ are able to reason effectively and respond to communication partners using suitable questioning and reasoning techniques.<br>§ understand the full complexity of communication.<br>§ are able to consider the various instruments of communication to solve communication issues in a business context and apply them effectively. |

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| Module Content   | § Foundations of professional communication<br>§ Reasoning techniques<br>§ Communication, especially negotiation techniques<br>§ Work on communication-specific cases<br>§ Communicating in ways that are logically cohesive, structured, and take into account specific target audiences and situations<br>§ Academic writing<br>§ Effective phrasing<br>§ Use of paraverbal and nonverbal means of oral communication  |  |                              |
| Links to other modules                                 | -  |  |                              |
| Methods of Instruction                                 | § Lecture<br>§ Interactive Instruction<br>§ Application Tasks<br>§ Case Studies<br>§ Exercises<br>§ Problem-Oriented Teaching  | <b>Social Settings Used:</b><br>§ Individual Work<br>§ Pair Work<br>§ Group Work |                              |
| Digital Resources                                      | § Reader<br>§ Teaching Videos<br>§ Practice and Application Exercises (with Key)<br>§ Case Studies (with Key)<br>§ Multiple Choice Tests   |  |                              |
| Type of Instruction                                    | <b>Classroom Instruction</b>   | <b>Guided Self-Study</b>   | <b>Autonomous Self-Study</b> |
| Large Class  | 24 h   | 92 h   |                              |
| Small Class  | -  | -  |                              |
| Group Instruction                                      | -  | -  |                              |
| Practical Work   | -  | -  |                              |
| Seminar  | -  | -  |                              |
| <b>Total</b>   | <b>24 h</b>  | <b>92 h</b>  | <b>64 h</b>                  |
| Performance Assessment                                 |  |  |                              |
| <b>End-of-module exam</b>                              | <b>Form</b>  | <b>Length (min.)</b>   | <b>Weighting</b>             |
| Written exam   | Closed book  | 60   | 60,00 %                      |
| <b>Permitted Resources</b>                             | No calculator  |  |                              |
| <b>Others</b>  | <b>Assessment</b>  | <b>Length (min.)</b>   | <b>Weighting</b>             |
| Persuasive speech                                      | Grade  | 5  | 40,00 %                      |
| Active participation in a double lesson on negotiation | Pass/Fail  | 90   | -                            |
| Classroom Attendance Requirement                       | Mandatory Attendance: Other<br><br>In week 13 of the semester, there will be an exercise sequence on negotiation as part of a performance assessment (pass/fail). At the beginning of the semester, students will be divided into two groups and will be allocated to participate in these exercises (90 min) either in the first or in the second double lesson. Participation in the exercise sequences in SW 13 is mandatory. In case of non-participation, the performance record will be considered as not passed. As a result, half a grade point will be deducted from the final module grade. In case of illness, a medical certificate must be submitted within three days. A make-up date will then be offered shortly before the end-of-module exams.   |  |                              |
| Language of Instruction/Examination                    | German   |  |                              |
| Compulsory Reading                                     | § Philipp, J. & Stadler, C. (2023). Kommunikation im Kontext verstehen. Ein Übungsbuch. 1st edition. Zürich: vdf. ISBN 978-3728141200.   |  |                              |
| Recommended Reading                                    | § Klotzki, P. (2012). Wie halte ich eine gute Rede? In 7 Schritten zum Publikumserfolg. 2nd edition. München: dtv. ISBN 9783423508735.<br>§ Reynolds, G. (2008). ZEN oder die Kunst der Präsentation. Mit einfachen Ideen gestalten und präsentieren. München: Pearson. ISBN 978-3-8273-2708-6.<br>§ Thiele, A. (2006). Die Kunst zu überzeugen. Faire und unfaire Dialektik. Berlin: Springer. ISBN 978-3-322-87168-8.<br>§ Thomson, A. (2001). Argumentieren – und wie man es gleich richtig macht. Stuttgart: Klett-Cotta. ISBN 3-608-94202-5.<br>§ 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.<br>§ Philipp, J. & Stadler, C. (2014). Wie verhandle ich? Fallanalyse, Grundlagen, Übungen. Zürich: vdf. ISBN 978-3-7281-3580-3.<br>§ Philipp, J. & Stadler, C. (2019). Argumentieren! Fallanalyse, Grundlagen, Übungen. 2nd edition. Zürich: vdf. ISBN 978-3-7281-3941-2. |  |                              |
| Comments   | -  |  |                              |