

Foundations of Communication in Business (W3BW_IB203)

Foundations of Communication in Business

FORMAL INFORMATION ON THE MODULE

| MODULE NUMBER | LOCATION IN THE COURSE OF STUDY | MODULE DURATION (SEMESTER) | MODULE RESPONSIBILITY | LANGUAGE |
|---------------|---------------------------------|----------------------------|-----------------------|-------------------------------|
| W3BW_IB203 | 1st academic year | 2 | Prof Dr Rainer Jochum | German/English/French/Spanish |

FORMS OF TEACHING USED

Lecture, seminar, exercise, case study, role play

FORMS OF EXAMINATION USED

| EXAM PERFORMANCE | EXAM DURATION (IN MINUTES) | GRADING |
|------------------|-----------------------------|---------|
| Portfolio | See examination regulations | yes |

WORKLOAD AND ECTS CREDITS

| TOTAL WORKLOAD (IN H) | OF WHICH ATTENDANCE TIME (IN H) | OF WHICH SELF-STUDY (IN H) | ECTS CREDIT POINTS |
|-----------------------|---------------------------------|----------------------------|--------------------|
| 150 | 60 | 90 | 5 |

QUALIFICATION OBJECTIVES AND COMPETENCES

PROFESSIONAL COMPETENCE

On completion of the module, students will be able to understand important professional situations in the foreign language and use relevant specialised language actively and appropriately in written and oral communication.

METHODOLOGICAL EXPERTISE

After completing the module, students will have learnt how to effectively use methods to acquire and apply business-related language skills. They will also be able to select relevant and appropriate techniques for professional communication and have experience in using them.

PERSONAL AND SOCIAL COMPETENCE

Students can reflect on their learning process and identify learning strategies. In this module, students have also learnt to work together on problems. They can also justify their point of view in a comprehensible manner and criticise an appreciative way.

OVERARCHING COMPETENCE

After completing the module, students will be able to contribute to the understanding and solution of problems in multilingual professional working groups in the foreign language using appropriate technical language. They are thus able to act linguistically in an international working environment.

LEARNING UNITS AND CONTENT

| TEACHING AND LEARNING UNITS | PRESENCE TIME | SELF-STUDY |
|---|---------------|------------|
| Fundamentals of Business Communication | 30 | 45 |
| Repetition and consolidation of grammar and vocabulary for use in a professional context, company descriptions (products, services, organisational structure/process organisation, tasks) | | |
| Communicating in Businesses | 30 | 45 |
| Communication in a foreign language in a professional context: business letters, telephone calls, presentations, meetings | | |

SPECIAL FEATURES

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PREREQUISITES

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LITERATURE

Brook-Hart, G.: Cambridge Professional English Business Benchmark. C1 BEC Higher Edition, Cambridge: Cambridge University Press.
Brook-Hart, G.: Cambridge Professional English Business Benchmark. Upper-intermediate, Vantage, Cambridge: Cambridge University Press.
Juan, O./ de Prada, M. et al: En equipo.es 2, Munich: Hueber.
Pastor, E.: Bürokommunikation Spanisch, Stuttgart: PONS.
Powell, M.: Presenting in English. How to give successful presentations, Stuttgart: Klett.
Sweeney, S.: English for Business Communication, Cambridge: Cambridge University Press.
Tano, M.: Expertos. Curso avanzado de español orientado al mundo del trabajo. (B 2), Stuttgart: Klett.
Taylor, S./Gartside, L.: Model Business Letters, n.d.: Financial Times.
Williams, E.: Presentations in English, Munich: Hueber.