

Key qualifications I (W3BW_IB704)

Key Qualifications I

FORMAL INFORMATION ON THE MODULE

MODULE NUMBER	LOCATION IN THE COURSE OF STUDY	MODULE DURATION (SEMESTER)	MODULE RESPONSIBILITY	LANGUAGE
W3BW_IB704	1st academic year	2	Prof Dr Joachim Weber	German/English

FORMS OF TEACHING USED

Lecture, seminar, laboratory exercise, business game/simulation, role play

FORMS OF EXAMINATION USED

EXAM PERFORMANCE	EXAM DURATION (IN MINUTES)	GRADING
Ungraded proof of performance	See examination regulations	Passed/ Not passed

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

Students have initial basic qualifications for scientific studies and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.

METHODOLOGICAL EXPERTISE

The students can

- use methods and techniques in different situations in a reflected and competent manner,
- Carry out literature research and source-critical analyses of the literature,
- select and apply suitable scientific research methods and techniques.

PERSONAL AND SOCIAL COMPETENCE

The students can

- communicate openly,
- recognise, critically analyse and assess their own and others' communication patterns,
- represent their own positions autonomously and confidently and understand other positions,
- apply the methods learnt in a rational, understanding-oriented and fair manner and in a non-manipulative way,
- Manage conflicts in a balanced way,
- recognise the ethical implications and responsibilities of research,
- plurality of theories and methods sensibly.

OVERARCHING COMPETENCE

The students

- can quickly find their way in new situations, familiarise themselves with new tasks and integrate into teams and cultures,
- are convincing as independent thinkers and responsible personalities with the ability to make critical judgements in business and society,
- are characterised by sound technical knowledge, an understanding of overarching contexts and the ability to transfer theoretical knowledge into practice,
- solve problems in a professional environment in a methodical and targeted manner and act in a team-orientated manner.

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
Basics of scientific work	30	45

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
<ul style="list-style-type: none">- Academic work techniques (e.g. skills, learning theory, learning strategies and techniques (e.g. mind map, memo techniques/retention strategies), workplace and learning organisation, reading, writing/presentation techniques and methods, stress management (e.g. time management, self-management), communication and collaboration with others- Science, Target spectrum of scientific work, Scientific methods in the human sciences- Requirements for scientific work (including objectivity, honesty/truthfulness, verifiability, reliability, validity, logical argumentation, comprehensibility)- Basic editing process of a topic (initial situation: Problem/question formulation, analysis/precision, searching for and finding solutions, implementation, processing results)- Processing phases of a scientific paper (choice of topic/objective, topic delimitation/specification, objective of the paper and derivation of the research question)- Scientific exposé- Project planning (communication with supervisors, time/resource planning, time management, work aids)- Familiarisation phase (literature study, selection, research), main and preparation phase (design of introductory chapters, structuring alternatives, final chapter), revision phase- Formal design (cover page/title page (including blocking note, if applicable), indexes, implementation section, appendix, bibliography, declaration of honour), design elements- Citation (including types of citations, citation rules, plagiarism), literary genres, bibliography and references		
Presentation and communication skills	30	45
<p>Presentation skills</p> <ul style="list-style-type: none">- Areas of application and objectives of a presentation- Content structure of a presentation/presentation dramaturgy- Use of media and visualisation techniques (e.g. text images, graphics and symbols)- Presentation techniques- Voice work and rhetoric- Non-verbal communication: body language, facial expressions and gestures- Dealing with stage fright- Follow-up of the presentation- Specifics of scientific presentations- Exercises related to the respective field of study <p>Communication skills</p> <ul style="list-style-type: none">- Communication psychology research and communication theories- Communication and interaction- Rhetoric- Teaching communicative and rhetorical skills- Negotiation techniques- Active listening- Question technique- Objection handling- Communication disorders- Conflict discussions, moderation, feedback and appraisal interviews, communication in teams- Exercises against the background of current topics in the respective field of study with subsequent discussion		

SPECIAL FEATURES

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PREREQUISITES

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LITERATURE

- Bortz, J./Döring, N.: Forschungsmethoden und Evaluation für Human- und Sozialwissenschaftler, Heidelberg: Springer
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Renner, H.-G. and Strasmann, J. Das Outdoor-Seminar in der betrieblichen Praxis, Hamburg:Verlag Windmühle
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theorien und Methoden der Betriebswirtschaft. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen