

Valid from 2026.HS

Module description: Professional English 2		
Module Code	I.BA.KM.CM-PENG2.26HS	
ECTS Credits	2	
Language of Instruction/Examination	English	
Module Category	Module Type compulsory module	Program Phase
Module Coordinator	Julia Varga	
Module Description	The following content will be worked on: Negotiation and argumentation language: Conducting negotiations in professional CM contexts, including managing client expectations, handling disputes, and working toward agreement. Building and defending professional arguments using appropriate language to assert positions, acknowledge opposing viewpoints, concede diplomatically, and redirect conversations constructively. Practicing negotiation and argumentative language through scenario-based role plays with authentic stakeholder roles. Analytical report writing: Producing focused business reports that analyze and interpret findings, evaluate outcomes, and present clear professional recommendations for a client audience. Applying conventions of professional business writing, including appropriate structure, register, and language. Client-facing communication: Adapting professional register and tone for client contexts, and increasing awareness of differences between internal and external communication as well as between formal written and spoken professional English. Active listening and comprehension: Developing active listening skills within professional interactions, focusing on identifying key information, recognizing implicit meaning, and responding spontaneously and effectively in spoken professional contexts.	

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Learning Objectives of the Module	Attitudes Students recognize the importance of effective English communication in client-facing professional contexts. They value the ability to negotiate, argue persuasively, and adapt language to high-stakes interactions. They appreciate the need to adapt communication for internal and external professional audiences, and approach client relationship management, conflict resolution, and negotiation as essential skills in their field of work.					
	Knowledge Students build on the communication skills developed in Professional English 1 by developing their knowledge of business English used in negotiation scenarios. They gain an understanding of persuasive and professional language strategies in client communication, as well as the conventions, structure, and language of business reports.					
	Skills Students cultivate their ability to negotiate professionally in English, manage client relationships, handle objections, and work toward agreement in realistic CM scenarios. They learn to produce analytical business reports that interpret findings and present clear professional positions. They strengthen their ability to argue persuasively, adapt their register, and communicate spontaneously, effectively, and correctly in complex workplace interactions.					
Passing Conditions	Grade ≥ 4.0					
Performance Assessment		Assessment	Length (min.)	Weighting	Social Form	Scenario/Format
	Written and oral assessment <i>reflecting skills developed throughout the module</i>	Grade		100%		
Classroom Attendance Requirement	None See course documents and Moodle for details.					
Type of Instruction		Classroom Instruction	Guided Self-Study		Autonomous Self-Study	
	Lecture	-	60 h			
	Total	0 h	60 h		0 h	