

Valid from 2025.HS

Module description: Communications		
Module Code	w.BA.XX.2Komm.XX	
ECTS Credits	6	
Language of Instruction/Examination	German	
Module Description	Students are prepared to face the challenges of communicating in an ever more complex business and academic environment. They further develop existing communication skills and learn new techniques and methods of communication to deal with issues of relevance in a business context.	
Organizational Unit	Kommunikation in Wirtschaft und Recht	
Module Coordinator	Jeannette Philipp	
Deputy Module Coordinator	Christian Stadler	
Program and Specialization	<ul style="list-style-type: none"> <li>• Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>• Business Administration - Specialization in Banking and Finance</li> <li>• Business Administration - Specialization in Behavioral Design</li> <li>• Business Administration - Specialization in Economics and Politics</li> <li>• Business Administration - Specialization in Financial Management</li> <li>• Business Administration - Specialization in General Management</li> <li>• Business Administration - Specialization in Marketing</li> <li>• Business Administration - Specialization in Risk and Insurance</li> <li>• Business Administration - Specialization in Politics and Management</li> </ul>	
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	Module Type Compulsory	Program Phase First Year-Studies
Prerequisite Knowledge		
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>	

## Module description: Communications

Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• are able to explain communicative design options such as public appeal funds, questioning techniques, and argument types and tactics.</li><li>• are able to list the elements of successful negotiation.</li><li>• name the elements of a scientific style.</li><li>• conduct a negotiation according to the Harvard Principle.</li><li>• draft and give a speech to persuade an audience.</li><li>• analyze an abstract or management summary in terms of its structure.</li><li>• analyze complex communication situations using the Schulz von Thun model and find suitable solutions.</li><li>• evaluate negotiation styles and know stategies of effective negotiation.</li><li>• are able to evaluate (their own) paraverbal and nonverbal communication style in order to improve it.</li><li>• produce accurate texts that meet linguistic and academic style criteria.</li><li>• are able to argue effectively and respond to communication partners using suitable questioning and reasoning techniques.</li><li>• understand the full complexity of communication.</li><li>• are able to explain and apply the various instruments of communication to solve communicative problems in the business context.</li></ul>																															
Module Content	<ul style="list-style-type: none"><li>• Foundations of professional communication</li><li>• Argumentation techniques</li><li>• Communication, especially negotiation techniques</li><li>• Dealing with specific communication-related cases</li><li>• Communicating in ways that are logically cohesive, well-structured, and take into account specific target audiences and situations</li><li>• Academic writing</li><li>• Expressing oneself effectively to reach a target audience</li><li>• Paraverbal and nonverbal means of oral communication</li></ul>																															
Links to other modules	This module is linked to the following modules:																															
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Teaching Videos</li><li>• Practice and Application Exercises (with Key)</li><li>• Case Studies (with Key)</li><li>• Multiple Choice Tests</li></ul>																															
Methods of Instruction	<ul style="list-style-type: none"><li>• Case Studies</li><li>• Lecture</li><li>• Interactive Instruction</li><li>• Problem-Oriented Teaching</li><li>• Application Tasks</li><li>• Exercises</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Individual Work</li><li>• Pair Work</li><li>• Group Work</li></ul>																													
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>28 h</td><td>-</td><td></td></tr><tr><td>Small Class</td><td>28 h</td><td>60 h</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>56 h</td><td>60 h</td><td>64 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	28 h	-		Small Class	28 h	60 h		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	56 h	60 h	64 h
	Classroom Instruction	Guided Self-Study	Autonomous Self-Study																													
Large Class	28 h	-																														
Small Class	28 h	60 h																														
Group Instruction	-	-																														
Practical Work	-	-																														
Seminar	-	-																														
Total	56 h	60 h	64 h																													

## Module description: Communications

Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	Written exam		closed book	60	60.00
	Permitted Resources		No calculator		
	Others	Assessment	Format	Length (min.)	Weighting
	Persuasive speech	Grade	Einzelarbeit	5	40.00
	Active participation in a double lesson on negotiation	Pass/Fail	Gruppenarbeit	90	0.00
Classroom Attendance Requirement	<p>Other</p> <p>In weeks 9 and 10 of the semester, there will be an sequence of exercises 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 participate in these exercises (90 min.) either in SW 9 or 10. Participation in these exercises is mandatory. In the case of non-participation, the performance assessment will not have been achieved and the penalty is a deduction of half a grade from the final module grade. In the case of illness, a medical certificate must be submitted within three days. A resit date will then be offered shortly before the final module exams.</p>				
Compulsory Reading	<ul style="list-style-type: none"><li>• Philipp, J. &amp; Stadler, C. (2023). Kommunikation im Kontext verstehen. Ein Übungsbuch. 1st edition. Zürich: vdf Hochschulverlag an der ETH Zürich. ISBN 978-3728141200.</li></ul>				
Recommended Reading	<ul style="list-style-type: none"><li>• Philipp, J. &amp; Stadler, C. (2019). Argumentieren! Fallanalyse, Grundlagen, Übungen. 2nd edition. Zürich: vdf. ISBN 978-3-7281-3941-2.</li><li>• Thomson, A. (2001). Argumentieren – und wie man es gleich richtig macht. Stuttgart: Klett-Cotta. ISBN 3-608-94202-5.</li><li>• Schulz von Thun, F., Ruppel, J. &amp; Stratmann, R. (2010). Miteinander reden. Kommunikationspsychologie für Führungskräfte. 11th edition. Reinbek bei Hamburg: Rowohlt. ISBN 978-3-499-61531-3.</li><li>• Thiele, A. (2006). Die Kunst zu überzeugen. Faire und unfaire Dialektik. 8th edition. Berlin u.a.: Springer. ISBN 978-3-322-87168-8.</li><li>• Philipp, J. &amp; Stadler, C. (2014). Wie verhandle ich? Fallanalyse, Grundlagen, Übungen. 1st edition. Zürich: vdf Hochschulverlag an der ETH Zürich. ISBN 978-3-7281-3580-3.</li><li>• Klotzki, P. (2012). Wie halte ich eine gute Rede? In 7 Schritten zum Publikumserfolg. 2nd edition. München: dtv. ISBN 9783423508735.</li><li>• Reynolds, G. (2008). ZEN oder die Kunst der Präsentation. Mit einfachen Ideen gestalten und präsentieren. München: Pearson. ISBN 978-3-8273-2708-6.</li></ul>				
Comments					