

German: Business and Public Communication I (A005961)

Course size *(nominal values; actual values may depend on programme)*

Credits 5.0 **Study time 150 h**

Course offerings in academic year 2026-2027

A (semester 1) Dutch, German Gent

Lecturers in academic year 2026-2027

Wybraeke, Christophe	LW22	lecturer-in-charge
Decock, Sofie	LW22	co-lecturer

Offered in the following programmes in 2026-2027

	crdts	offering
Master of Science in Teaching in Languages(main subject Applied Language Studies)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Italian)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Language Technology)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Russian)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Spanish)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Turkish)	5	A
Exchange Programme Applied Language Studies	5	A

Teaching languages

German, Dutch

Keywords

German; business communication; public communication

Position of the course

The aim of the course unit German: Public communication (D4C1) is to teach students the adequate use of communication techniques which are typically applied in the public communication of specific organisations. Students learn to apply these techniques in correct German, both orally and in writing. The objective is thus twofold: to teach and hone skills used in typical public communication in general and to improve the skills in German, in particular.

Exchange students may take up this course unit, for which no prior knowledge of Dutch is required.

Contents

Based on a concrete setting, various techniques are discussed that are typically used in public communication. These techniques are taught and consolidated in set tasks as appropriate for the setting in question. D4C1 is conceived as a single communication project which integrates various communication techniques, both oral and written.

Initial competences

Students are able to

- produce written German texts of considerable difficulty as appropriate in professional contexts;
- express themselves fluently in spoken German, as appropriate in professional contexts;
- put the appropriate heuristic aids to adequate and critical use.

Final competences

- 1 Having a command of German at C2 level or at least C1 level of the Common European Framework of Reference for Languages for comprehension (listening and reading), oral skills (production and interaction) and writing skills [MC.1.1; assessed]
- 2 Judging and acting with the necessary dose of critical self-reflection in unpredictable, complex and specialist contexts [MC.3.3; not assessed]
- 3 Displaying a commitment to lifelong learning. [MC.3.4; not assessed]
- 4
- 5 Integrating language and culture sensitivity and respect for diversity into the professional environment [MC.5.2; not assessed]
- 6 In the context of communication strategies of organizations, providing effective written and oral communication in German [MC.6.1; assessed]
- 7 In the communication process, making adequate use of an advanced understanding of the role of contextual variables, text types and text strategies [MC.6.2; assessed]
- 8 Making adequate use of the acquired insights into the communication of organizations [MC.6.3; not assessed]
- 9 During the communication process, making adequate use of an advanced level of encyclopedic, topical and cultural expertise and of an advanced understanding of intercultural aspects [MC.6.5; not assessed]
- 10 During the communication process, making adequate and critical use of traditional and especially specific digital tools [MC.6.6; assessed]
- 11 Managing the communication process within the set time boundaries, thanks to sound planning and adequate stress and time management, both independently and as part of a team [MC.6.7; not assessed]

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Seminar, Excursion, Independent work

Extra information on the teaching methods

- Independent work: The students carry out a number of individual tasks which form part of the communication project.
- Group work: The students are divided into teams and each team takes part in the communication project.
- Excursion (bv. visit of a museum, visit an exhibition)

Study material

Type: Slides

Name: Slides

Indicative price: Free or paid by faculty

Optional: no

Language : Other

Available on Ufora : Yes

Type: Handouts

Name: Handouts

Indicative price: Free or paid by faculty

Optional: no

Language : Other

Available on Ufora : Yes

References

Course content-related study coaching

During the lectures, the students are given tips and support to carry out their communication project, as well as feedback on their proposals and presentations. In addition, through a guest lecture by a representative of the professional world, students will receive concrete tips & tricks for the preparation of their project. Students can make an appointment via e-mail to get additional feedback or guidance.

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period

Examination methods in case of periodic assessment during the second examination period

Examination methods in case of permanent assessment

Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Extra information on the examination methods

Portfolio

Portfolio consisting of various tasks, both oral and written; class attendance is required.

Calculation of the examination mark

See heading 'Extra information on the examination methods'

Facilities for Working Students

- Class attendance is obligatory.
- Feedback can be given by appointment

Addendum

D4TM