

German: Business and Public Communication II (A005962)

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 2) Dutch, German Gent

Lecturers in academic year 2026-2027

Verhaegen, Hanne	LW22	staff member
Wybraeke, Christophe	LW22	lecturer-in-charge

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

Position of the course

The aim of this course unit is to familiarize students with the communication techniques typically used by companies and organizations. Students learn to apply these techniques in correct German, both orally and in writing. The objective is thus twofold: to teach and consolidate the skills required in corporate communication in general and in German, in particular.

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

Contents

Through concrete settings, a number of communication techniques are discussed that are typically used in the communication of companies and organizations. These techniques are taught and applied through set tasks, as appropriate for the settings in question. The course is in part conceived as a single communication project which integrates diverse communication techniques, both oral and written. The settings and techniques in question are introduced as the course progresses. There are also guest lectures by specialists from the professional world.

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 in doing so.

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 As a multilingual communications specialist, functioning effectively in a multidisciplinary and international environment, both independently and in a team, with due attention for process management [MC.4.1; assessed]
- 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 (AI) 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 individually prepare a number of tasks.
- Group work: The students work in teams to carry out a specific task.
- Excursion (bv. visit of a communication agency, visit of a German partner university)

No class recordings.

Study material

Type: Slides

Name: Slides

Indicative price: Free or paid by faculty

Optional: no

Language : Other

Available on Ufora : Yes

References

- Mast, C., 2008. Unternehmenskommunikation. Lucius & Lucius Verlagsgesellschaft. Stuttgart. ISBN 978-3-8282-0433-1
- Hundt, M., Biadala, D., 2015. Handbuch Sprache in der Wirtschaft. Walter De Gruyter GmbH. Berlin. ISBN 978-3-11-029580-1

Hiam, A., 2011. Marketing für Dummies. WILEY-VCH Verlag GmbH & Co. KGaA. Weinheim. ISBN 978-3-527-70640-2
Heijnk, S., 2011. Texten fürs Web: Planen, schreiben, multimedial erzählen. dpunkt.verlag GmbH. Heidelberg. ISBN 978-3-89864-698-7
Voeth, M., Herbst, 2013. U. Marketing-Management. Schäffer-Poeschel Verlag. Stuttgart. ISBN 978-3-7910-3271-9

Course content-related study coaching

During the lectures, the students are given tips and support to carry out their communication projects, as well as feedback on their proposals and presentations. Students can make an appointment during the consultation hour 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

Skills test, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

Assignment

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

Second session: same. Students must submit a revised portfolio.

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.