

## German: Business and Public Communication II (A704043)

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

**Credits 4.0**

**Study time 120 h**

### Course offerings and teaching methods in academic year 2023-2024

A (semester 2)

Dutch, German

Gent

group work

excursion

independent work

seminar

### Lecturers in academic year 2023-2024

Decock, Sofie

LW22

lecturer-in-charge

Wybraeke, Christophe

LW22

co-lecturer

### Offered in the following programmes in 2023-2024

	crdts	offering
Master of Science in Teaching in Languages(main subject Applied Language Studies)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Italian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Russian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Spanish)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Turkish)	4	A
Exchange Programme Applied Language Studies	4	A

### Teaching languages

German, Dutch

### Keywords

German; business communication

### Position of the course

The aim of the course unit "German: business communication" (D4C2) 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 a concrete setting, 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 setting in question. The course is conceived as a single communication project which integrates diverse communication techniques, both oral and written. The setting and techniques in question are introduced as the course progresses. There is 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 use of traditional and electronic resources, as well as specific technological tools [MC.6.6; not 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 which form part of the larger communication project.
- Group work: The students work in teams to carry out the communication project.
- Excursion: A visit of a communication agency is part of the course. During the visit students will gain insight into the structure and functioning of a communication agency. The different jobs within the agency are presented and explained in detail. An account manager will present a complete communication campaign (case study), from briefing to the actual communication end product.

#### **Learning materials and price**

Course material is made available in class and/or on the electronic learning platform.  
Hand-outs.

#### **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.

### **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.

### **Addendum**

D4TB