

Subject card

Subject name and code	Communication in the Company I, PG_00139214						
Field of study	German Studies						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish German 90% Polish 10%		
Semester of study	3	ECTS credits			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of German Language and Translation Studies -> Institute of German Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Izabela Kujawa				
	Teachers		dr hab. Magdalena Rozenberg				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Additional information:							
<ul style="list-style-type: none"> • Lecture with a multimedia presentation • Project method (research, implementation, practical project) • Group work • Problem-solving • Text analysis with discussion • Discussion 							
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		43.0	75
Subject objectives	The aim of the course is to develop skills for active and effective communication with German-speaking partners, taking into account intercultural factors, as well as to introduce and practice tools related to work organization in a corporation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FGL3_U11] Is able to use the specialised language and to communicate accurately and coherently in German, using a variety of communication channels and techniques.	The student is able to use specialized language and communicate precisely and coherently in German, applying appropriate terms and phrases in a business context, especially in email correspondence.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[FGL3_K02] Is ready to establish contacts and ask for help when expert knowledge is needed to solve a problem.	The student is ready to establish contacts and initiate collaboration with other specialists to address issues related to business communication, particularly email communication.	[SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[FGL3_K01] They are aware of their knowledge and skills, and have a critical approach to the received and acquired content.	The student is aware of their knowledge and skills in business communication. They approach received and acquired content critically, analyzing it for its relevance and accuracy, and skillfully evaluating sources and arguments.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK6] demonstration of practical skills
	[FGL3_K03] Is ready to engage in social and professional life, is characterised by pro-social attitudes and a sense of responsibility, and thinks and acts in an entrepreneurial manner	The student is prepared to engage in social and professional life, using German communication skills to build and maintain relationships in an international business environment, and to think and act entrepreneurially.	[SK1] oral statement/conversation/discussion
	[FGL3_U10] Has the ability to substantiate their formulated theses, is able to critically use the views of other authors, formulate conclusions and communicate them to various circles of addresses.	The student is able to substantiate theses related to communication in a business environment, supporting arguments with solid evidence and examples.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[FGL3_W07] Has structured and advanced specific knowledge in the field of the chosen specialisation, i.e. translation theory, didactics and methodology and pedagogical activity or business and economy.	The student has organized knowledge of communication theory in a business context, including an understanding of the principles of effective communication, negotiation strategies, and information management methods.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[FGL3_U17] Can appropriately plan and determine priorities for the realization of a task defined by him/herself, together with others or by others; can cooperate with other students in team tasks and projects.	The student is able to effectively plan and prioritize tasks related to aspects of communication in a business, such as establishing contacts, language etiquette, and soliciting and submitting offers, whether working individually or in a team.	[SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[FGL3_W04] Knows and understands German terminology in their chosen specialisation, i.e.: translation theory, didactics or business and economy.	The student knows and understands at a basic level German-language terminology related to communication theory in business and economics, including language interaction structures, language etiquette, email communication, practical texts such as requests for proposals and offers, as well as their cultural and intercultural aspects.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[FGL3_U08] Is able to use concepts from the field of the chosen specialization and to apply linguistic knowledge (unders too dasforeign language competence) in typical professional situations.	The student is able to use concepts related to business communication and applies their language skills to formulate pragmatically correct statements (in terms of register, etiquette, etc.) in the role of a German-language communication specialist.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written

	<table border="1"> <thead> <tr> <th>Course outcome</th> <th>Subject outcome</th> <th>Method of verification</th> </tr> </thead> <tbody> <tr> <td>[FGL3_W14] Understands the diversity of information sources, the complex nature of language, its complexity, the ways in which language functions in different spheres of communication and the historical variability of meanings in German.</td> <td>The student is aware of the complex nature of language and communicative acts, as well as the diversity of contexts that influence them in a business environment.</td> <td>[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report</td> </tr> </tbody> </table>	Course outcome	Subject outcome	Method of verification	[FGL3_W14] Understands the diversity of information sources, the complex nature of language, its complexity, the ways in which language functions in different spheres of communication and the historical variability of meanings in German.	The student is aware of the complex nature of language and communicative acts, as well as the diversity of contexts that influence them in a business environment.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
Course outcome	Subject outcome	Method of verification					
[FGL3_W14] Understands the diversity of information sources, the complex nature of language, its complexity, the ways in which language functions in different spheres of communication and the historical variability of meanings in German.	The student is aware of the complex nature of language and communicative acts, as well as the diversity of contexts that influence them in a business environment.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report					
Subject contents	<p>Introduction to interpersonal communication. Specifics of informal and formal communication. Email as a means of professional communication - features, letter structure, language formulas. Intercultural factors in communication with German-speaking partners. Elements of German language etiquette (forms of address, greetings, farewells, making acquaintances, etc.). Formulas used when initiating, maintaining, and ending business contacts. Use of appropriate forms of address depending on the communication situation. Conducting commercial and business correspondence using the example of order processing part 1: inquiry, offer/drafting offers. Additionally, the course cover the following aspects:</p> <ul style="list-style-type: none"> the role of language and communication in effective business management communication techniques in internal and external organizational relationships linguistic analysis in the cultural and intercultural business context 						
Prerequisites and co-requisites	<ul style="list-style-type: none"> Selection of business and economic specialization Knowledge of the German language enabling the achievement of the intended learning outcomes 						
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Oral and written assignments (simulation games, group work) - 30%, written tests - 20%, oral presentations - 20%, written final exams - 30%.</td> <td>51.0%</td> <td>100.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Oral and written assignments (simulation games, group work) - 30%, written tests - 20%, oral presentations - 20%, written final exams - 30%.	51.0%	100.0%
Subject passing criteria	Passing threshold	Percentage of the final grade					
Oral and written assignments (simulation games, group work) - 30%, written tests - 20%, oral presentations - 20%, written final exams - 30%.	51.0%	100.0%					
Recommended reading	<table border="1"> <tbody> <tr> <td>Basic literature</td> <td> <ul style="list-style-type: none"> Eismann V. 2006. Erfolgreich am Telefon und bei Gesprächen im Büro. Training berufliche Kommunikation. Berlin: Cornelsen Verlag. Eismann V. 2007. Erfolgreich in der interkulturellen Kommunikation. Training berufliche Kommunikation. Berlin: Cornelsen Verlag. Eismann V. 2010. Erfolgreich in der geschäftlichen Korrespondenz. Training berufliche Kommunikation. Berlin: Cornelsen Verlag. Eismann V. 2013. Wirtschaftskommunikation Deutsch. Verlag Lektorklett. Frindte W. 2001. Einführung in die Kommunikationspsychologie. Weinheim. Kiefer K.-H. 2013. Der letzte Schliff. Intensiv-Training für polnische Deutschlerner in Studium und Beruf. Warszawa: Wydawnictwo Poltext. Kujawa, I. (red.) 2020. Wirtschaftsdeutsch als Fremdsprache. Ein Leitfaden mit ausgewählten Themen für die Praxis. Gdańsk: Wydawnictwo UG. Levy-Hillerich D., Feams A., 2009. Kommunikation im Beruf für alle Sprachen: B1-B2 Kommunikation in der Wirtschaft. Cornelsen Verlag. Wergen J., Wörner A., 2013. PONS Bürokommunikation Deutsch: Musterbriefe, Textbausteine und Übungen für jeden geschäftlichen Anlass. Pons GmbH. Stuttgart. </td> </tr> <tr> <td>Supplementary literature</td> <td> <ul style="list-style-type: none"> Buscha A., Linthout G. Geschäftskommunikation Verhandlungssprache: Deutsch als Fremdsprache. Hueber Verlag. Dregger, H., Dregger, P. 1998. Polsko-niemiecki i niemiecko-polski słownik handlowo-finansowy. Warszawa: Poltex. Hering A., Matussek M. Geschäftskommunikation Besser schreiben: Deutsch als Fremdsprache. Hueber Verlag. Kienzler, I. 2000. Słownik prawniczo-handlowy niemiecko-polski i polsko-niemiecki. Janki k. Warszawa: AW Morex. Kilian A. 2002. Słownik języka prawniczego i ekonomicznego polsko-niemiecki i polsko-niemiecki. Warszawa: C. H. Beck. Rohrer, H.-H. 2008. Kommunizieren im Beruf: 1000 nützliche Redewendungen. Lehr- und Arbeitsbuch. Verlag Lektorklett. Kafka, W., Majakiewicz, A., Ziemska, J., Zubik, K. 2008. Aktuelles zu Wirtschaft und Politik. Warszawa: C. H. Beck. Perrin, D. 2006. Medienlinguistik. Konstanz: UVK Verlagsgesellschaft mbH. </td> </tr> <tr> <td>eResources addresses</td> <td></td> </tr> </tbody> </table>	Basic literature	<ul style="list-style-type: none"> Eismann V. 2006. Erfolgreich am Telefon und bei Gesprächen im Büro. Training berufliche Kommunikation. Berlin: Cornelsen Verlag. Eismann V. 2007. Erfolgreich in der interkulturellen Kommunikation. Training berufliche Kommunikation. Berlin: Cornelsen Verlag. Eismann V. 2010. Erfolgreich in der geschäftlichen Korrespondenz. Training berufliche Kommunikation. Berlin: Cornelsen Verlag. Eismann V. 2013. Wirtschaftskommunikation Deutsch. Verlag Lektorklett. Frindte W. 2001. Einführung in die Kommunikationspsychologie. Weinheim. Kiefer K.-H. 2013. Der letzte Schliff. Intensiv-Training für polnische Deutschlerner in Studium und Beruf. Warszawa: Wydawnictwo Poltext. Kujawa, I. (red.) 2020. Wirtschaftsdeutsch als Fremdsprache. Ein Leitfaden mit ausgewählten Themen für die Praxis. Gdańsk: Wydawnictwo UG. Levy-Hillerich D., Feams A., 2009. Kommunikation im Beruf für alle Sprachen: B1-B2 Kommunikation in der Wirtschaft. Cornelsen Verlag. Wergen J., Wörner A., 2013. PONS Bürokommunikation Deutsch: Musterbriefe, Textbausteine und Übungen für jeden geschäftlichen Anlass. Pons GmbH. Stuttgart. 	Supplementary literature	<ul style="list-style-type: none"> Buscha A., Linthout G. Geschäftskommunikation Verhandlungssprache: Deutsch als Fremdsprache. Hueber Verlag. Dregger, H., Dregger, P. 1998. Polsko-niemiecki i niemiecko-polski słownik handlowo-finansowy. Warszawa: Poltex. Hering A., Matussek M. Geschäftskommunikation Besser schreiben: Deutsch als Fremdsprache. Hueber Verlag. Kienzler, I. 2000. Słownik prawniczo-handlowy niemiecko-polski i polsko-niemiecki. Janki k. Warszawa: AW Morex. Kilian A. 2002. Słownik języka prawniczego i ekonomicznego polsko-niemiecki i polsko-niemiecki. Warszawa: C. H. Beck. Rohrer, H.-H. 2008. Kommunizieren im Beruf: 1000 nützliche Redewendungen. Lehr- und Arbeitsbuch. Verlag Lektorklett. Kafka, W., Majakiewicz, A., Ziemska, J., Zubik, K. 2008. Aktuelles zu Wirtschaft und Politik. Warszawa: C. H. Beck. Perrin, D. 2006. Medienlinguistik. Konstanz: UVK Verlagsgesellschaft mbH. 	eResources addresses	
Basic literature	<ul style="list-style-type: none"> Eismann V. 2006. Erfolgreich am Telefon und bei Gesprächen im Büro. Training berufliche Kommunikation. Berlin: Cornelsen Verlag. Eismann V. 2007. Erfolgreich in der interkulturellen Kommunikation. Training berufliche Kommunikation. Berlin: Cornelsen Verlag. Eismann V. 2010. Erfolgreich in der geschäftlichen Korrespondenz. Training berufliche Kommunikation. Berlin: Cornelsen Verlag. Eismann V. 2013. Wirtschaftskommunikation Deutsch. Verlag Lektorklett. Frindte W. 2001. Einführung in die Kommunikationspsychologie. Weinheim. Kiefer K.-H. 2013. Der letzte Schliff. Intensiv-Training für polnische Deutschlerner in Studium und Beruf. Warszawa: Wydawnictwo Poltext. Kujawa, I. (red.) 2020. Wirtschaftsdeutsch als Fremdsprache. Ein Leitfaden mit ausgewählten Themen für die Praxis. Gdańsk: Wydawnictwo UG. Levy-Hillerich D., Feams A., 2009. Kommunikation im Beruf für alle Sprachen: B1-B2 Kommunikation in der Wirtschaft. Cornelsen Verlag. Wergen J., Wörner A., 2013. PONS Bürokommunikation Deutsch: Musterbriefe, Textbausteine und Übungen für jeden geschäftlichen Anlass. Pons GmbH. Stuttgart. 						
Supplementary literature	<ul style="list-style-type: none"> Buscha A., Linthout G. Geschäftskommunikation Verhandlungssprache: Deutsch als Fremdsprache. Hueber Verlag. Dregger, H., Dregger, P. 1998. Polsko-niemiecki i niemiecko-polski słownik handlowo-finansowy. Warszawa: Poltex. Hering A., Matussek M. Geschäftskommunikation Besser schreiben: Deutsch als Fremdsprache. Hueber Verlag. Kienzler, I. 2000. Słownik prawniczo-handlowy niemiecko-polski i polsko-niemiecki. Janki k. Warszawa: AW Morex. Kilian A. 2002. Słownik języka prawniczego i ekonomicznego polsko-niemiecki i polsko-niemiecki. Warszawa: C. H. Beck. Rohrer, H.-H. 2008. Kommunizieren im Beruf: 1000 nützliche Redewendungen. Lehr- und Arbeitsbuch. Verlag Lektorklett. Kafka, W., Majakiewicz, A., Ziemska, J., Zubik, K. 2008. Aktuelles zu Wirtschaft und Politik. Warszawa: C. H. Beck. Perrin, D. 2006. Medienlinguistik. Konstanz: UVK Verlagsgesellschaft mbH. 						
eResources addresses							

<p>Example issues/ example questions/ tasks being completed</p>	<ul style="list-style-type: none"> • Prepare a presentation comparing informal and formal communication in a company, highlighting the differences in style, language, and message structure. Provide examples of situations in which each form of communication is appropriate. • Write a professional email to a German business partner introducing your company and inquiring about the possibility of cooperation. Pay attention to the proper structure of the letter, the use of appropriate language formulas, and elements of German language etiquette. • In groups, conduct a simulation of a business meeting with a German partner, taking into account intercultural differences in communication style, forms of address, and etiquette rules. Then, write a short analysis discussing how these differences can affect the effectiveness of communication and cooperation.
<p>Work placement</p>	<p>Not applicable</p>

Document generated electronically. Does not require a seal or signature.