

Subject card

Subject name and code	Communication in the Company II, PG_00139219						
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	4	ECTS credits			2.0		
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 Izabela Kujawa				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		1.0		34.0	50
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_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 actively engage in social and professional life, utilizing advanced communication skills in German and applying acquired linguistic knowledge to develop effective communication strategies and solve problems in a business context.	[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 can substantiate theses related to communication in a business environment. They critically analyze and utilize the viewpoints of other authors on communication strategies, integrating these insights into their conclusions. They formulate clear, precise conclusions and effectively communicate them to diverse audiences, adjusting language and presentation to meet professional needs and expectations.	[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 and advanced knowledge of communication theory in a business context. They have a deep 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_K01] They are aware of their knowledge and skills, and have a critical approach to the received and acquired content.	The student has a deep awareness of their knowledge and skills in business communication. They approach received and acquired content critically, analyzing it in terms of 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_K02] Is ready to establish contacts and ask for help when expert knowledge is needed to solve a problem.	The student is prepared to establish contacts and collaborate with other specialists to address issues related to commercial correspondence, telephone communication, or other advanced forms of communication in a business environment.	[SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[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 has a deep awareness of the complex nature of language and communicative acts, as well as the diversity of contexts influencing them in business communication, including commercial correspondence and telephone interactions.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[FGL3_U08] Is able to use concepts from the field of the chosen specialization and to apply linguistic knowledge (understands too das foreign language competence) in typical professional situations.	The student can use concepts related to business communication and applies their advanced language skills to conduct commercial correspondence and business telephone conversations in German.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written
	[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 can efficiently use specialized language for precise and coherent communication, particularly in commercial correspondence and telephone conversations, adapting style and form to meet the needs and expectations of the audience.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[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 commercial correspondence and telephone conversations, as well as their linguistic analysis.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work

	Course outcome	Subject outcome	Method of verification
		[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 can appropriately plan and prioritize tasks related to commercial correspondence and telephone communication. They perform these tasks both independently and as part of a team, taking into account linguistic aspects in various business contexts.
Subject contents	<ul style="list-style-type: none"> Conducting commercial and business correspondence using the example of order processing, part 2: preparing the order, order confirmation, invoice, delivery, reminder, complaint. Exercises in conducting telephone conversations. <p>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	Subject passing criteria	Passing threshold	Percentage of the final grade
	written tests - 40%, oral presentations - 30%, written final exams - 30%.	51.0%	100.0%
Recommended reading	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. 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 Leitfadens 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.Warszawy: 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 Lektorlett. 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		
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> Write a professional email ordering products or services from a selected supplier. Then, write a response in the form of an order confirmation, including all necessary information. Write a reminder to a client who has not settled their payment on time, considering the appropriate tone and form for the situation. Write a complaint letter regarding a defective product or delayed delivery. Include all necessary details in the letter to ensure the complaint is clear and understandable. Conduct a simulated phone conversation with a client who is making a complaint. Determine how to resolve the issue while maintaining professionalism and effective communication. 		

Work placement	Not applicable
----------------	----------------

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