

Subject card

Subject name and code	Communication in the Company III, PG_00139225						
Field of study	German Studies						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
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	3	Language of instruction			Polish German - 90% Polish - 10%		
Semester of study	5	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						
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 • Critical incident analysis (case studies) • 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_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.	has structured and advanced detailed knowledge in the fields of business and economy, especially in the area of the curriculum content	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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 collaborate with other specialists to solve problems 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_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 carry out these tasks both independently and as part of a team, taking into account linguistic aspects in various business contexts.	[SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[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, leveraging 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_U08] Is able to use concepts from the field of the chosen specialization and to apply linguistic knowledge (understands too the foreign language competence) in typical professional situations.	The student can use concepts related to business communication and apply 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_K01] They are aware of their knowledge and skills, and have a critical approach to the received and acquired content.	The student can substantiate theses related to communication in a business environment. They critically analyze and incorporate the viewpoints of other authors on communication strategies 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.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK6] 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 an advanced 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
	[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 proficiently use specialized language for precise and coherent communication, particularly in commercial correspondence and telephone conversations, adapting style and form to 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

	Course outcome	Subject outcome	Method of verification
	[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 with solid reasoning. They critically analyze and incorporate the views of other authors on communication strategies into their conclusions. The student formulates clear and precise conclusions and effectively communicates them to various audiences, adapting language and form to meet professional needs and expectations.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[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 an advanced awareness of the complex nature of language and communication acts, as well as the diversity of contexts influencing business communication (including commercial correspondence and telephone interactions).	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> 1. business and Commercial Correspondence Extension: business and commercial negotiations, dispute resolution and mediation, customer service. 2. Advanced order preparation, delivery, complaints, international orders, international invoicing, customs regulations, reminders and debt collection, complaint management. 3. Telephone conversations Extension: telephone negotiations: techniques for conducting negotiations over the phone, customer service via phone, crisis telephone conversations, managing communication in emergency situations, such as delivery delays or conflicts. 4. The role of language and communication in business management Extension: change management, leadership communication, internal company communication. 5. Linguistic analysis in cultural and intercultural contexts Extension: intercultural negotiations: the specifics of conducting correspondence and phone calls with business partners from different cultures. <p>Adapting communication to the cultural context: analysis of cultural differences in business communication in various German-speaking countries.</p> <p>International presentations and meetings: how to prepare for business presentations and meetings involving international partners.</p>		
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
	Partial grades obtained from written tests - 40%, oral presentations, participation in simulation games - 30%, written final exams - 30%.	51.0%	100.0%

Recommended reading	Basic literature	<ul style="list-style-type: none"> • 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. • 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.
	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 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	
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • Organize a debate on a selected business topic. Divide the students into two groups, where each group will represent the opposing side of the argument. • After the debate, write a short analysis discussing the argumentation techniques used and the effectiveness of communication between participants. • Prepare and present a 10-minute presentation of your imaginary company. Include aspects such as organizational and legal form, profile, directions and scope of activities, structure, collaborators, and place in the economic system. • After the presentation, answer questions from your classmates, simulating a real Q&A session. 	
Work placement	Not applicable	

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