

Subject card

Subject name and code	Business Communication, PG_00138485						
Field of study	German Studies						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Specialty subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		German German		
Semester of study	1		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 Izabela Kujawa				
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: 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		6.0		39.0	75
Subject objectives	The aim of the classes is to develop skills in active and effective communication with German-speaking partners, taking into account intercultural factors. Students will learn various forms and tools of business communication, principles of composing correspondence including external business correspondence and internal organizational documents. They will also gain an understanding of the role of language and communication in efficient business management within cultural and intercultural contexts, as well as communication techniques in internal and external organizational relations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FGMU2_K05] Is ready to fulfil professional roles taking into account changing social needs, is ready to care for continuous professional development and maintain professional ethos.	The student focuses on professional development and ethos, regularly improving language skills and adhering to standards of professionalism in communication and professional practice, performing roles such as: German translator (code: 264301), international communication specialist (code: 243201), foreign trade specialist (code: 243303), import-export specialist (code: 333107), public relations specialist (code: 243203), and international relations advisor (code: 242202).	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[FGMU2_U09] Is able to undertake autonomous actions aimed at the development of their abilities, indicate directions for further research; is able to work in dependently, to direct the work of a team.	The student undertakes autonomous actions to develop their linguistic knowledge and language competencies, independently seeking out and utilizing resources and strategies.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[FGMU2_W14] Knows the basic principles of creating and development of various forms of entrepreneurship in the field of their chosen specialisation, i.e.: translation studies, or language teaching or business and economy.	The student knows the basic principles of creating various forms of entrepreneurship, taking into account linguistic aspects such as effective communication in a business context, document creation, and negotiating in German.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[FGMU2_U06] Has an in-depth ability to produce a variety of written works and oral speeches in German.	Has advanced skills in delivering oral presentations during business meetings, negotiations, and presentations in German.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[FGMU2_K02] Takes individual and team actions for the benefit of professional environment and public interest, plans and organises their course, engages in cooperation. Thinks and acts in an entrepreneurial manner.	The student undertakes individual and team initiatives in favor of the professional environment and public interest, utilizing their linguistic knowledge and language skills in an entrepreneurial manner.	[SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[FGMU2_W04] Knows and understands to a deeper level the terminology in German in the field of the chosen specialisation, i.e.: translation theory or didactics, or business and economics.	Correctly uses the learned terminology and accurately defines concepts in the field of communication in business and the economy	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[FGMU2_U04] Correctly applies the known scientific terminology in German, accurately defines the terms of literary and linguistic studies and the phenomena of the chosen specialization, i.e.: translation studies, or language teaching or business and economy.	Knows and understands advanced German terminology used in interpersonal and mass communication as well as in external business correspondence	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[FGMU2_W09] Has well-ordered in-depth and theoretically grounded detailed knowledge in the field of the selected specialisation, i.e.: translation theory or business and economy or didactics.	The student possesses organized, in-depth, and theoretically grounded knowledge in linguistics, specifically related to the analysis and application of language in company management and its internal and external communication.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[FGMU2_K01] Has an in-depth awareness of the level of their knowledge and skills, is able to critically evaluate the received contents, as well as apply their knowledge in solving cognitive and practical problems.	The student has a deep awareness of their language competencies and analytical skills, critically evaluating both acquired and received content. They use their linguistic knowledge to solve practical problems related to company management and personal branding.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work

Subject contents	• Forms of interpersonal communication in business (personal branding, small talk, elevator pitch). • 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. • Forms of mass communication in business (meeting moderation, negotiation conduct, presentations). • Principles of drafting external business correspondence: inquiries, offers, orders, payment processing, complaints, ceremonial letters (speeches, congratulations, thanks, greetings, farewells). • Principles of drafting internal organizational planning and reporting documents (plans, schedules, reports, protocols). • Documentation related to employment commencement/termination: job application, cover letter, curriculum vitae, references, termination of employment letter.		
Prerequisites and co-requisites	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	51.0%	20.0%
	oral presentations	51.0%	20.0%
	written final exams	51.0%	40.0%
	Oral/written assignments prepared at home or formulated during classes, group work	51.0%	20.0%
Recommended reading	Basic literature	• 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. (ed.) 2020: Wirtschaftsdeutsch als Fremdsprache. Ein Leitfaden mit ausgewählten Themen für die Praxis. Gdańsk: Wyd. UG. • Levy-Hillerich D., Feams A., 2009. Kommunikation im Beruf für alle Sprachen: B1-B2 Kommunikation in der Wirtschaft. Berlin: Cornelsen Verlag. • Wergen J., Wörner A., 2013. PONS Bürokommunikation Deutsch: Musterbriefe, Textbausteine und Übungen für jeden geschäftlichen Anlass. Stuttgart: Pons.	
	Supplementary literature	• Buscha A., Linthout G., 2007. Geschäftskommunikation Verhandlungssprache: Deutsch als Fremdsprache. München: Hueber Verlag. • Dregger, H., Dregger, P., 1998. Polsko-niemiecki i niemiecko-polski słownik handlowo-finansowy. Warszawa: Poltext. • Hering A., Matussek M., 2007. Geschäftskommunikation Besser schreiben: Deutsch als Fremdsprache. München: 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.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	Prepare and present a 2-minute elevator pitch about your skills and professional experiences. Conduct a simulation meeting with an investor, during which you will present your elevator pitch and answer questions. Prepare a business meeting plan on a selected topic, including the agenda, participants' roles, and expected outcomes. Conduct a simulated meeting where you will act as the moderator. Then, write a short analysis of the effectiveness of your moderation.
Work placement	Not applicable

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