University of Gdańsk

Subject card

Subject name and code	Intercultural communication in business, PG_00166552		
Field of study	German Studies		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
Education level	Master's studies	Subject group	Obligatory subject group in the field of study 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	1	Language of instruction	German
Semester of study	2	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		

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	4.0	41.0	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_W09] Has structured in-depth and theoretically grounded detailed knowledge of the chosen specialisation, i.e.: translation theory or communication in business and economy or didactics.		
	[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 communication in business and economy.		
	[FGMU2_U09] Is able to undertake autonomous actions to develop his/her language and research skills; is able to guide others in doing so.		
	[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 applyt heir 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
	[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_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_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_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

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
Oral/written assignments prepared at home or formulated during classes, group work	51.0%	20.0%
written final exams	51.0%	40.0%
oral presentations	51.0%	20.0%
written tests	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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