University of Gdańsk

Subject card

Subject name and code	Communication in the Company I, PG_00188859		
Field of study	German Studies		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
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	German German 80% Polish 20%
Semester of study	3	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	30.0	0.0	0.0	0.0	30

E-learning hours included: 0.0

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	18.0	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_W09] They know and understand the fundamental dilemmas of the contemporary civilisation in the context of issues related to intercultural linguistic and literary communication and the role of modern information technologies in the work of a German philologist	At a basic level, has knowledge and understanding of selected dilemmas of contemporary communication in a business environment, particularly in the context of intercultural communication using the German language and the role of modern information technologies in the work of a German studies specialist.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[FGL3_W10] They know and understand the basic social, ethical, economic and legal conditions of professional activity requiring knowledge of German, as well as the basic principles of creating and developing various forms of entrepreneurship useful in planning a career as a German language specialist	At a basic level, has knowledge and understanding of the social, ethical, economic, and legal determinants of communication in a business environment, particularly in the context of using the German language, as well as the basic principles of entrepreneurship useful for planning a career as a German studies specialist.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[FGL3_U03] They can apply knowledge of humanities and social sciences useful in the work of a German philologist	At a basic level, is able to apply knowledge from the humanities and social sciences in performing simple communication tasks in a professional environment, particularly in the context of working as a German studies specialist.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[FGL3_U04] They can communicate with others using specialised terminology from linguistics, literary studies and cultural studies, particularly on topics related to the German language, literature and culture of the German-speaking world	At a basic level, is able to communicate in a professional and business environment using basic terminology from linguistics, literary studies, and cultural studies, particularly with regard to the German language as well as the cultural and communicative realities of German-speaking countries.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents

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:

- 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

- 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	51.0%	20.0%
written final exam	51.0%	30.0%
oral presentations	51.0%	20.0%
Oral and written assignments (simulation games, group work)	51.0%	30.0%

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. (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	• 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		• 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.
Work placement	Not applicable	

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