University of Gdańsk

Subject card

Subject name and code	Communication in the Company III, PG_00188867						
Field of study	German Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2028/2029			
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	German German 80% Polish 20%			
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						
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_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 an advanced (extended) level, is able to communicate fluently, precisely, and appropriately in complex professional and business situations using specialized terminology from linguistics, particularly with regard to the German language and the diverse cultural and communicative contexts of German-speaking countries.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[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 an advanced (extended) level, has knowledge and understanding of complex dilemmas of contemporary civilization and critically analyses them in the context of intercultural linguistic communication in a business environment, while consciously and reflectively using modern information technologies in the work of a German studies specialist.	[SW3] text preparation/written work [SW5] implementation of a problem task
[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 an advanced (extended) level, has knowledge and understanding of the complex social, ethical, economic, and legal determinants of professional activity requiring proficiency in German, and consciously and critically applies the principles of establishing and developing various forms of entrepreneurship in planning and pursuing a career path as a German studies specialist.	[SW4] test/exam - oral or written [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 an advanced (extended) level, is able to consciously, critically, and integratively apply knowledge from the humanities and social sciences in analysing and solving complex communication problems in a business environment relevant to the work of a German studies specialist.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task

Subject contents

1. usiness 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.

Adapting communication to the cultural context: analysis of cultural differences in business communication in various German-speaking countries.

International presentations and meetings: how to prepare for business presentations and meetings involving international partners.

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">• Selection of business and economic specialization.
• Knowledge of the German language enabling the achievement of the intended learning outcomes.</td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Partial grades obtained from written tests - 40%, oral presentations, participation in simulation games - 30%, written final exams - 30%.</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">• 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.</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">• 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.</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">• 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.</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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