

## Applied Communication in Business (W3BW\_IB207)

### Applied Communication in Business

#### FORMAL INFORMATION ON THE MODULE

MODULE NUMBER	LOCATION IN THE COURSE OF STUDY	MODULE DURATION (SEMESTER)	MODULE RESPONSIBILITY	LANGUAGE
W3BW_IB207	2nd academic year	2	Prof Dr Enrico Purle	German/English/French/Spanish

#### FORMS OF TEACHING USED

Lecture, seminar, exercise, case study, role play

#### FORMS OF EXAMINATION USED

EXAM PERFORMANCE	EXAM DURATION (IN MINUTES)	GRADING
Portfolio	See examination regulations	yes

#### WORKLOAD AND ECTS CREDITS

TOTAL WORKLOAD (IN H)	OF WHICH ATTENDANCE TIME (IN H)	OF WHICH SELF-STUDY (IN H)	ECTS CREDIT POINTS
180	66	114	6

#### QUALIFICATION OBJECTIVES AND COMPETENCES

##### PROFESSIONAL COMPETENCE

After completing the module, students will be able to conduct negotiations in the foreign language in a goal-oriented and systematic manner. Students will be able to assess negotiation situations and negotiating partners and know methods for achieving their goals in negotiations, including in an international context. After completing the module, students will also have an overview of important communication techniques and their context-related use in an international business environment.

##### METHODOLOGICAL EXPERTISE

After completing the module, students will have learnt how to use negotiation methods effectively in an international context. They know the advantages and disadvantages of important communication technologies. They will be able to select relevant and appropriate technologies for professional communication and apply them to specific situations.

##### PERSONAL AND SOCIAL COMPETENCE

Students learn basic social negotiation techniques and can independently find solutions to conflicts and reach compromises with negotiating partners. They can critically reflect on different perspectives and opinions and utilise them constructively. They are able to identify opportunities and obstacles in the context of intercultural and interdisciplinary cooperation and in negotiations and to organise these successfully. Students are able to critically question their personal negotiation behaviour and adapt it to the situation. They are also able to reflect on communication behaviour across different communication technologies and adapt their communication to the situation.

##### OVERARCHING COMPETENCE

After completing the module, students will be able to communicate and negotiate in the foreign language in a targeted manner and using appropriate communication technologies in the context of different native languages and cultures.

#### LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
Negotiations	33	57

Prerequisites for successful negotiation in an international context, goal setting, negotiation strategies, goal-orientated negotiation, psychological and intercultural basics, negotiation techniques, lines of argumentation, objection handling, closing techniques, special features of negotiating in a foreign language and in an intercultural context.

## LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
Communication and Technology	33	57
Basic models and methods of successful communication in an international context, situation-specific use of communication technologies in an international context, opportunities and risks of current developments in communication technologies and the resulting communication behaviour (e.g. through the use of digital communication platforms in the corporate environment)		

## SPECIAL FEATURES

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## PREREQUISITES

Foundations of Communication in Business

## LITERATURE

Bozarth, J.: Show Your Work: The Payoffs and How-to's of Working Out Loud, San Francisco: Wiley.  
D'Addario, M.: Teoría y práctica de la comunicación: Ciencia y tecnología de la información, North Charleston, SC: CreateSpace Independent Publishing Platform.  
Grant, A.E./Meadows, J.H.: Communication Technology Update and Fundamentals, London; New York: Routledge.  
Kolbaek, D.: Online Collaboration and Communication in Contemporary Organisations, IGI Global: Hershey, PA.  
Krizan, A.C./Merrier, P./Logan, J.P./Williams, K.S.: Communicating in business, Mason, OH: South-Western/Cengage Learning.  
Llamazares García-Lomas, O.: Negociación Internacional, Madrid: Global Marketing Strategies, S.L..  
McCarthy, A./Hay, S.: Advanced Negotiation Techniques, Berkeley, CA: Apress.  
Opresnik, M.O.: The Hidden Rules of Successful Negotiation and Communication, Cham: Springer.  
Roy, S./Shaw, I.S.: Communicating Differences : Culture, Media, Peace and Conflict Negotiation, London: Palgrave Macmillan.  
Wallwork, A.: Meetings, Negotiations, and Socialising: A Guide to Professional English, New York, NY: Springer.