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|---|--|---|---------------------------|
| 1 | 1.1 Module name (German / English) Academic Writing & Business Ethics | 1.2 Short name (optional) AWBE | 1.3 Module-Code (HIS-POS) |
| 2 | 2.1 Frequency of Offer: Offer in <input checked="" type="checkbox"/> each SoSe, <input checked="" type="checkbox"/> each WiSe, | 2.2 Duration: <input checked="" type="checkbox"/> 1 Semester <input type="checkbox"/> 2 Semester | |
| 3 | 3.1 Offer for the following study programmes | 3.2 Mandatory, Elective | 3.3 Recommended semester |
| | Master International Marketing and Sales | Man | 1 st |

| 4 Workload | | | | Workload total | |
|--|---|----------------------|--|----------------|----------|
| | Lectures/ Form | Contact time | hours per semester per form of instruction/standard form | Workload | Credits |
| contact time (e.g. lecture, exercise, internship, seminar lessons, project/ group work, case study, business game, credited tutorial) (further lines possible) | Seminar lessons / work with case studies | 4 | 60 | 180 | 6 |
| | Amounts | Amounts contact time | Amounts contact time in hours | | |
| | self-study (e.g. tutorial, preparation / follow-up, Exam preparation, preparation of homework, Search) | Self-study | | | |
| | Amounts | | Amounts self-study in hour | | |

55.1 Learning Outcomes

Language Competencies

The graduates of this module

- understand difficult texts on ethical, general or subject-specific topics with a broad vocabulary (such as scientific papers/ lectures), provided in authentic situations, and can elicit implicit and explicit information from them
- understand a wide range of idioms, stylistic phrases and colloquial expressions and can correctly assess style levels
- understand longer scientific, authentic texts in their area of expertise and can elicit the information they need from them
- speak fluently, can talk about ethical topics in their area of study and work, and express their opinions
- can formulate their own ethical position precisely and clearly in discussions and meetings, argue convincingly, and react to complex arguments of others
- can provide clearly structured, addressee-related presentations or moderations from their field of expertise, using digital and graphic materials, and respond spontaneously to questions from the podium
- can express themselves in clear, correct and well-structured texts on ethical and subject-specific topics, expressing their point of view in a confident and addressee-specific manner
- can develop, draft and formulate comprehensive texts of both academic and professional nature to suit specific recipients
- can critically evaluate scientific sources and use different ways of citation safely

General competencies

The graduates of this module

- are able to deal appropriately with ethically demanding, intercultural issues as well as with the cultural conditions of different target countries
- are able to independently develop their cultural, study and job-related knowledge and skills in the target country

Learning Content

The courses of the module impart scientific, ethical and technical language knowledge and linguistic strategies which are used to accomplish tasks in the areas of

- Marketing and Sales
- International trade
- Management and corporate culture
- Strategic Management
- Project Management
- Automation and AI
- CSR and sustainable business

In the context of the subject matter of each lesson, the topics introduce students to the practice of selected industries in the destination countries. Furthermore, cultural knowledge about the political, socio-cultural and economic conditions of these countries is imparted.

On the basis of authentic texts (e.g. expert interviews, material from companies, articles from journals and textbooks) global and detailed linguistic understandings are trained, the vocabulary training is systematically structured, and study and job-relevant working techniques such as the writing of statements, analyses, scientific texts, etc. are practiced. Strategies of context-appropriate verbal and written communication in study and work are trained on the basis of tasks and exercises which can be expected from practice: In the context of the different fields within business ethics, presentations, discussions, negotiations, moderations, etc. are simulated, in which facts are presented, solutions proposed, alternatives discussed, and decisions made. In addition, tasks are provided which train the drafting of formally correct, addressee-specific and communicatively effective professional or academic texts.

Finally, students are expected to give an extensive, media-based presentation or moderation followed by a discussion, using the acquired ethical and specific language skills as well as linguistic strategies of speaking and moderating.

6 Participation Requirement

Proof of B2 level (CEF) in the according language, preferably with a business focus

7 7.1 Requirements for the award of credit points

Regular attendance (min. 80% during semester), passing all assignments with at least 4.0 ("Pass")

7.2 Examination Form

(e.g. exam, oral examination, essay/paper, presentation, portfolio; length of examination in minutes)

Moderation/Presentation (50%), Written assignment (e.g., research paper)/Exam (50%)

7.3 Requirements for admission to the examination

7.4 Importance of the mark for total mark

5% (6 CP of 120 CP)

8 8.1 Lecture Language

German English Another, namely: Spanish, French

8.2 Module Supervisor:

Cathrin Ruppe, M.A.

8.3 Lecturers

Cathrin Ruppe, M.A.

Claudia de Bornstedt, M.A.

Isabelle Morvan, M.A.

8.4 Maximum number of participants

25 (per language group)

8.5 Supplementary information (optional)

The training in the language courses of the module "Academic Writing & Business Ethics" is based on the qualification objectives of the Common European Framework of Reference (CEF) for the level C1 ("Effective Operational Proficiency") as well as on the agreed objectives of the UNlcert® Level III, which is the "recommended mobility level for academic stays abroad" in the UNlcert® Framework.