UCLouvain

lmult2414

2025

Oral business communication techniques in German 1

3.00 credits	15.0 h + 15.0 h	Q1

This learning unit is not being organized during this academic year.

Language :	Deutsch
Place of the course	Louvain-la-Neuve
Prerequisites	B2 level of listening and reading, B2 level of speaking (Common European Framework of Reference)
Main themes	This course introduces the general principles of communication particularly the linguistic, sociolinguistic, pragmatic and cultural aspects of interaction. Special attention will be paid to specific characteristics of communication in the German-speaking world. This general introduction will be followed by a detailed presentation of techniques which should be implemented in communication activities specific to a company. These techniques will be analysed on the basis of conversation analysis: typology, conversation situations, conversation structure (macro- and micro-strucutres), phonology, 'Exercises accompanying the course will allow students to simulate active participation in a variety of situations. The students' simulations will be recorded and subsequently analysed in detail.
Learning outcomes	**At the end of this learning unit, the student is able to :** 1 At the end of the course, students should be able to master the general principles of communication in a German-speaking business environment and they should at least have reached a B2+ oral level (Common European Framework of Reference) in German.
Evaluation methods	The theoretical part (volume 1) and the practical part (volume 2) are each worth 50% of the final mark. In the theoretical part (10/20), the oral presentation is worth 30% and the oral exam 70%. The oral presentation is about a German company and its communication strategies. The oral exam is based on the topics covered in the course. In the practical part (10/20), 50% is attributed to the presentations at each class during the four-month term and 50% is an oral test in week 14 on the topics seen and the students' presentations. In case of participation in the August session, the student will retake all evaluation activities (e.g. oral exam, presentation) for which he/she did not obtain 10/20. NB: If artificial intelligence (AI) is used in the preparation of the oral presentations, it must be used responsibly and in accordance with academic and scientific integrity practices. As scientific integrity implies citing one's sources, the use of AI must always be reported. The use of artificial intelligence for tasks where it is explicitly forbidden will be considered cheating.
Teaching methods	Volume 1: Lectures (PowerPoint presentations) on business communication theory (models, types, etc.). Volume 2: Exercises on different communication strategies and role plays. Vocabulary training. Training of oral fluency.
Content	The following topics will be covered: · General introduction to business communication (theory, models, media, etc.) · Introduction to communication with employees and customers · Description of various business communication situations (meetings, phone calls, oral presentations and other types of oral communication, etc.) · Discussion of different types of business communication (communication in times of crisis, communication in times of change, international communication, etc.) At the end of the semester, students will also be required to make an oral presentation on a German company and its communication strategies.

Bibliography	· Höbl, A. (2015) Überzeugend und erfolgreich am Telefon: Das Kompakttraining für zielorientiertes Telefonieren. München: Verlag C.H. Beck · Mast, C. (2020) Unternehmenskommunikation. München: UVK Verlag · Mentzel, W. (2020) Erfolgreiche Präsentationen und Vorträge: Redeangst überwinden, Lampenfieber beherrschen. München: Verlag C. H. Beck · Pawloski, P. (2005) Konstruktiv Gespräche führen: Fähigkeiten aktivieren, Ziele verfolgen, Lösungen finden. München: Ernst Reinhardt · Rommerskirchen, J. & Roslon, M. (2020) Einführung in die moderne Unternehmenskommunikation. Grundlagen, Theorien und Praxis. Wiesbaden: Springer Gabler. · Schröder-Beck, I. (2020) Business Deutsch für die Arbeit im Büro. Independently published. · Seifert, J-W. (2013) Besprechungen erfolgreich moderieren. Offenbach: GABAL Verlag
Other infos	The exercise sessions (15 hours) are given by the Institut des Langues Vivantes (ILV).
Faculty or entity in charge	ELAL

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Multilingual Communication	MULT2M	3		
Master [120] in Communication	CORP2M	5		
Master [120] in Political Sciences: International Relations	SPRI2M	6		
Master [120] in Information and Communication Science and Technology	STIC2M	5		
Master [120] in Public Administration	ADPU2M	3		
Master [120] in Political Sciences: General	SPOL2M	6		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Modern Languages and Literatures : German, Dutch and English	GERM2M	3		
Master [120] in Communication	COMM2M	5		
Master [120] in Economics: General	ECON2M	5		
Master [120] in Modern Languages and Literatures : General	ROGE2M	3		
Master [120] in Journalism	EJL2M	5		