

## LCO Module Handbook

5. Semester					6. Semester				
FACHKOMMUNIKATION PRAKTIZIEREN					STUDIENABSCHLUSS				
LCO 20: Praxis der professionellen Kommunikation					LCO 21: Wissenschaftliches Arbeiten			LCO 22: Bachelor-Arbeit mit Kolloquium	
3. Semester					4. Semester				
WISSEN ERSCHLIEßEN UND BESCHREIBEN		WISSEN MEDIAL VERMITTELN		KOMMUNIKATION PLANEN, ORGANISIEREN UND REALISIEREN			WIRTSCHAFT FÜR KOMMUNIKATIONSPROFIS		
LCO 10: Fächer und Fachsprachen	LCO 11: Terminologie und Dokumentation	LCO 12: Medienkunde	LCO 13: Visuelle und audiovisuelle Medien erstellen	LCO 14: Kommunikationsethik (1)	LCO 18: Kommunikationsethik (2)	LCO 19: Strategische und operative Aspekte von Organisationskommunikation	LCO 15: Wirtschaftliche Grundlagen für die Sprach- und Kommunikationsdienstleistungen	LCO 16: Projektmanagement im Arbeitsalltag	LCO 17: Projekt Kommunikationsauftrag
1. Semester					2. Semester				
Hochschule entdecken			BERUFSFELD ERKUNDEN		PROFESSIONELL ÜBERSETZEN		PROFESSIONELL ARBEITEN		
LCO 1: Ideen und Kreativität	LCO 2: Präsentation und Rhetorik (1)	LCO 3: Englisch	LCO 4: Praktische Anwendungen der Fachkommunikation	LCO 5: Praktische Übungen zur professionellen Kommunikation	LCO 6: Anwendungen und Tools in der Fachkommunikation	LCO 7: Übersetzungstheorie und -praxis	LCO 8: Methodik der Moderation und Gruppenkommunikation	LCO 9: Präsentation und Rhetorik (2)	

5 <sup>th</sup> semester					6 <sup>th</sup> semester				
PRACTICING SPECIALISED COMMUNICATION					FINAL DEGREE				
LCO 20: Professional communication practice					LCO 21: Scientific working			LCO 22: Bachelor's thesis with colloquium	
3 <sup>rd</sup> semester					4 <sup>th</sup> semester				
DEVELOPING AND DESCRIBING KNOWLEDGE		CONVEYING KNOWLEDGE USING MEDIA	PLANNING, ORGANISING AND IMPLEMENTING COMMUNICATION			ECONOMICS FOR COMMUNICATION PROFESSIONALS			
LCO 10: Subjects and specialist language	LCO 11: Terminology and documentation	LCO 12: Media studies	LCO 13: Creating visual and audiovisual media	LCO 14: Communication ethics (1)	LCO 18: Communication ethics (2)	LCO 19: Strategic and operational aspects of organisational communication	LCO 15: Foundations of economics for linguistic and communication services	LCO 16: Project management in everyday working life	LCO 17: Project - communication task
1 <sup>st</sup> semester					2 <sup>nd</sup> semester				
EXPLORING UNIVERSITY		EXPLORING THE PROFESSIONAL FIELD		PROFESSIONAL TRANSLATION			WORKING PROFESSIONALLY		
LCO 1: Ideas and creativity	LCO 2: Presentation & rhetoric	LCO 3: English	LCO 4: Practical applications of specialised communication	LCO 5: Practical exercises for professional communication	LCO 6: Applications and tools in specialised communication	LCO 7: Translation theory and practice	LCO 8: Methodology of moderation and group communication	LCO 9: Presentation and rhetoric	

<b>BLOCK: EXPLORING UNIVERSITY</b>		
<b>Module number: LCO 1</b>		<b>Module name: Ideas and creativity</b>
Number of credits: 3	Module coordinator: Dr. Christiane Zehrer	
Number of WHS: 2	Contact time: 30 hrs	Independent study: 60 hrs
Duration: 1 semester	Scheduled for: 1st semester	Frequency: yearly
Type of course	1x 2 WHS workshop	
Prerequisites	none	
Form of examination	written assignment	
Assessment	graded	
<p>Comments on module:            Participation in the contact hours (workshop) is mandatory. The content of the written assignment will be based on the topics and methods practised and reflected upon in those sessions.</p>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• become familiar with selected applications and organisational framework conditions of workshops and creativity formats</li> <li>• become familiar with selected presentation techniques and are able to utilise them</li> <li>• become familiar with selected creativity methods and can apply them</li> <li>• become familiar with selected possibilities of supporting media use</li> <li>• are aware of the organisational and intrinsic limits of workshops and creativity formats</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Workshop rules and objectives</li> <li>• Familiarisation methods</li> <li>• Problem definition methods</li> <li>• Creativity methods</li> <li>• Problem solving methods</li> <li>• Dealing with stumbling blocks</li> <li>• Managing time and workload</li> <li>• Securing results and follow-up work</li> <li>• Feedback</li> <li>• Reflection methods</li> </ul>	
Reading list	Will be announced in the class.	

<b>BLOCK: EXPLORING UNIVERSITY</b>		
<b>Module number: LCO 2</b>		<b>Module name: Presentation and rhetoric (1)</b>
Number of credits: 4	Module coordinator: Prof. Dr. Martina Schwanke	
Number of WHS: 2	Contact time: 30 hrs	Independent study: 90 hrs
Duration: 1 semester	Scheduled for: 1st semester	Frequency: yearly
Type of course	1x 2 WHS tutorial	
Prerequisites	none	
Form of examination	oral exam	
Assessment	graded	
Learning objectives	The students <ul style="list-style-type: none"> <li>• can freely give a speech or conduct a presentation</li> <li>• can present scientific information in their studies and use the appropriate media</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Preparation and structure of the speech/presentation</li> <li>• Design of the individual phases, media, visualisation, body language</li> <li>• Working and research techniques</li> </ul>	
Reading list	Will be announced in the class.	

<b>BLOCK: EXPLORING UNIVERSITY</b>		
<b>Module number: LCO 3</b>		<b>Module name: English</b>
Number of credits: 8	Module coordinator: tbc	
Number of WHS: 8	Contact time: 120 hrs	Independent study: 240 hrs
Duration: 1 semester	Scheduled for: 1st semester	Frequency: yearly
Type of course	3x 2 WHS tutorial and 1x 2 WHS coaching	
Prerequisites	none	
Form of examination	language exam (across all classes in the module)	
Assessment	graded	
<p>Comments on module:</p> <p>The module as a whole lays the foundations for the professionalisation of the student's English language skills over the course of the study programme. The relaying of autodidactic techniques is therefore an integral part of all courses in the module and common across the entire programme. The contents of the different courses may be related to one another so active participation in all courses is a requirement for successful completion of the module. All classes in the module must therefore usually be completed in the same semester.</p>		
<b>Course 1: English tutorial: Text work</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are able to understand general and specialist English texts</li> <li>• are able to recognise and analyse linguistic structures and their function in English texts</li> <li>• are familiar with technical terms for describing texts</li> <li>• are aware of different kinds of texts and their specificities in the English language and are able to utilise these with a view to professional text production</li> <li>• are able to produce general and specialist English texts of selected types</li> <li>• have knowledge of the use of textual analysis concepts and methods in other media formats</li> <li>• are proficient in research techniques for developing additional terminologies and specialist means of expression (autodidactic techniques)</li> </ul>	
Topics	<p>Analysis and production of e.g.</p> <ul style="list-style-type: none"> <li>• press texts</li> <li>• lay texts, e.g. blog articles on everyday and specialist topics</li> <li>• texts relating to the geography, history and institutions of a country</li> <li>• explanatory or instructional texts from everyday or professional contexts</li> <li>• advertising and PR texts</li> </ul> <p>Analysis of</p> <ul style="list-style-type: none"> <li>• non-written-language-based media presentations with a substantive relationship to the aforementioned</li> </ul>	
Reading list	Will be announced in the class.	

<b>Course 2: English tutorial: Grammar and stylistics</b>	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with stylistic characteristics of general and specialist English texts</li> <li>• are familiar with the characteristics of academic English texts and can apply them to their own texts</li> <li>• have knowledge of the role of text type conventions and their differences in comparison between languages</li> <li>• are familiar with the categories of description of linguistic phenomena (morphology, syntax, style) and can apply them to their own and other writers' texts</li> <li>• are able to analyse English language texts in types of texts with which they are unfamiliar</li> <li>• are able to apply their text-type related writing skills, among other things through analytical and autodidactic methods, to other professional or specialist text types and in so doing expand their occupational writing competence independently</li> </ul>
Topics	<ul style="list-style-type: none"> <li>• Basic linguistic analysis terminology (English)</li> <li>• Selected English syntactic structures</li> <li>• Basic text analysis terminology</li> <li>• Text types and text type conventions</li> <li>• Texts as part of other modes and communication forms</li> </ul>
Reading list	Will be announced in the class.
<b>Course 3: English tutorial: Oral fluency</b>	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are able to express themselves in a verbally nuanced way on everyday and general topics in English</li> <li>• are able to express themselves verbally on selected specialist and professional topics</li> <li>• are able to express themselves adequately in a discussion with one or more people in terms of both content and convention</li> <li>• have knowledge of strategies and techniques for dealing with language gaps</li> <li>• are sensitive to situational parameters such as professional roles, lingua franca communication, group size and media use, among other things.</li> </ul>
Topics	<p>Aspects and use scenarios of verbal communication, e.g.</p> <ul style="list-style-type: none"> <li>• Everyday conversations and formulaic expressions</li> <li>• Differences in varieties and lingua franca</li> <li>• Study-related situations (verbal remarks, own seminar paper among other things)</li> <li>• Consulting situations</li> <li>• Applications</li> <li>• Professional presentation / problem-solving / decision-making situations</li> <li>• Group discussions, incl. presentation</li> </ul>

	<ul style="list-style-type: none"> <li>• Telephone conversations / video calls / other communication via virtual media (irrespective of the platform used)</li> </ul>
Reading list	Will be announced in the class.
<b>Course 4: Coaching English: Communicative skills</b>	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are able to reflect upon their own language use and skills</li> <li>• are able to define their own communication difficulties and seek specific support</li> <li>• are aware of suitable strategies and techniques for offsetting temporary linguistic / communicative deficits and are able to use these as appropriate to the situation</li> <li>• know of autodidactic techniques for study-related and professional language use and are able to utilise these</li> <li>• are able to specifically broaden their linguistic competence in English and, where relevant, other languages in which they are proficient, independently</li> </ul>
Topics	<ul style="list-style-type: none"> <li>• Methods and techniques of self-observation and self-reflection</li> <li>• Metacommunication strategies</li> <li>• Autodidactic techniques</li> <li>• Individually selected aspects of courses 1-3</li> <li>• Individually selected aspects with a relevance to the study programme or occupation</li> <li>• Where relevant, intercomprehension</li> </ul>
Reading list	Will be announced in the class.
Notes	The coaching supports individual facilitation and further development and accompanies the other activities in the module and semester. Its success depends on the active understanding of this programme, among other things by broaching the issue of one's own strengths, aims and weaknesses, as well as active participation in the other courses.

BLOCK: EXPLORING THE PROFESSIONAL FIELD		
Module number: LCO 4		Module name: Practical applications of specialised communication
Number of credits: 7	Module coordinator: Dr. Christiane Zehrer	
Number of WHS: 4	Contact time: 60 hrs	Independent study: 150 hrs
Duration: 1 semester	Scheduled for: 1st semester	Frequency: yearly
Type of course	1 x 4 WHS of lecture with integrated tutorial	
Prerequisites	none	
Form of examination	written exam	
Assessment	graded	
Comments on module: The tutorial is integrated with the lecture. It is not possible to attend the two parts of the course separately.		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with the term “specialised communication” and know which (scientific) branches and practical fields of application this relates to</li> <li>• are familiar with the features of specialised communication practice</li> <li>• know the practical applications of specialised communication and can explain why this is specialised communication in each case</li> <li>• understand the differences between translation/interpretation/technical documentation and other varieties of specialised communication and are able to explain them</li> <li>• understand the dynamics of specialised communication as a professional domain shaped by technical and commercial developments</li> <li>• have a conception of possible future developments in specialised communication activities and areas of use</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Definition and features of specialised communication</li> <li>• Typical areas of specialised communication activity, e.g. translation, technical documentation, interpreting</li> <li>• Other areas of specialised communication activity, e.g. terminology, post-editing, information management, presentation</li> <li>• Methods of selected application areas, e.g. DITA, topic-based writing, terminology work, Leichte Sprache (simplified language), Simplified English, software localisation</li> <li>• Case studies of specialised communication working contexts</li> </ul>	
Reading list	<p>Schubert, Klaus (2007). Wissen, Sprache, Medium, Arbeit. Ein integriertes Modell der Fachkommunikation (chapters 1 &amp; 2). Gunter Narr. <a href="http://d-nb.info/1045615382/34">http://d-nb.info/1045615382/34</a></p> <p>tekom: Technische Kommunikation. Das Fach. [Online information offering]. <a href="https://www.tekom.de/technische-kommunikation-das-fach">https://www.tekom.de/technische-kommunikation-das-fach</a> (14.06.2021)</p>	

<b>BLOCK: EXPLORING THE PROFESSIONAL FIELD</b>		
<b>Module number: LCO 5</b>		<b>Module name: Practical exercises for professional communication</b>
Number of credits: 8	Module coordinator: Carsten Behrend	
Number of WHS: 6	Contact time: 90 hrs	Independent study: 150 hrs
Duration: 1 semester	Position: 1st semester	Frequency: yearly
Type of course	1x 4 WHS tutorial, 1x 2 WHS coaching	
Prerequisites	none	
Form of examination	seminar paper	
Assessment	graded	
Comments on module: It is strongly recommended that you pursue this module in tandem with LCO 4.		
<b>Course 1: Tutorial</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with exemplary applications of specialised communication</li> <li>• are able to categorise the wide array of tools used in specialised communication</li> <li>• are familiar with standard text processing, spreadsheet and presentation tools and are able to utilise them and employ them systematically</li> <li>• are aware of occupational profiles and typical associated fields of work</li> <li>• master basic information processing, documentation and presentation techniques</li> <li>• are familiar with relevant sources of information and how to deal with them</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Occupational profiles, working processes</li> <li>• General context of professional activity</li> <li>• Relevant software</li> </ul>	
Reading list	Instructions and manuals for the selected software/tools of which students will be notified in the class.	
<b>Course 2: Coaching</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are able, independently or with other students, to pick up specialised communication tools with their instructions, consolidate their learning and apply it in a joint project</li> <li>• can select the correct tools for the respective application situation in specialised communication and justify their choice</li> <li>• are in a position to use standard text processing, spreadsheet and presentation tools and demonstrate them in front of an audience</li> <li>• recognise and reflect upon their own strengths and weaknesses and possess strategies for remedying any shortcomings</li> </ul>	
Topics	<p>Depending on individual need/topic/question:</p> <ul style="list-style-type: none"> <li>• problem and target definition using a specific example</li> <li>• design of a workshop setting incl. use of media</li> </ul>	



	<ul style="list-style-type: none"><li>• analysis of and reflection on a workshop that has been conducted</li></ul>
Reading list	Will be announced in the class.
Notes	The coaching relates to the content of the tutorial and the activities that take place in it. It is therefore not possible to participate without participating in the tutorial at the same time.

<b>BLOCK: PROFESSIONAL TRANSLATION</b>		
<b>Module number: LCO 6</b>		<b>Module name: Applications and tools in specialised communication</b>
Number of credits: 5	Module coordinator: Carsten Behrend	
Number of WHS: 4	Contact time: 60 hrs	Independent study: 90 hrs
Duration: 1 semester	Scheduled for: 2nd semester	Frequency: yearly
Type of course	1x 4 WHS tutorial	
Prerequisites	LCO 5	
Form of examination	term paper	
Assessment	graded	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are in a position to understand, identify, create and use resources such as translation memories, terminology banks and other tools, as well as weigh up their advantages and disadvantages</li> <li>• have an overview of the market for popular computer assisted translation (CAT) tools</li> <li>• are able to systematically use a relevant CAT tool for a task</li> <li>• are familiar with the project management functions of the CAT tool and are able to use them for a practical, collaborative task</li> <li>• are familiar with a content management tool</li> <li>• are familiar with programmes for optical character recognition (OCR)</li> <li>• are familiar with programmes for recording human speech</li> <li>• are familiar with project management software and its fields of application (scrum and translation)</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Applications of CAT tools</li> <li>• Applications of translation memories, their maintenance and leverage</li> <li>• Applications of terminology banks and ontologies</li> <li>• Alignment of available non-digital language resources</li> <li>• Processes for collaborative processing of tasks in cloud environments</li> </ul>	
Reading list	Mitchell-Schuitevoerder, Rosemary (2020). A Project-Based Approach to Translation Technology. Routledge. (ebook)	

<b>BLOCK: PROFESSIONAL TRANSLATION</b>		
<b>Module number: LCO 7</b>		<b>Module name: Translation theory and practice</b>
Number of credits: 10	Module coordinator: Prof. Dr. Carlos Melches	
Number of WHS: 6	Contact time: 90 hrs	Independent study: 210 hrs
Duration: 1 semester	Scheduled for: 2nd semester	Frequency: yearly
Type of course	1x 2 WHS lecture, 2x 2 WHS tutorial	
Prerequisites	LCO 4 and LCO 5	
Form of examination	written exam	
Assessment	graded	
Comments on module: This module is conducted using software that must be installed on students' own computers prior to attending the tutorials.		
<b>Course 1: Lecture: Translation theory and practice</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with the central theories of applied linguistics and translation studies and can classify them</li> <li>• can distinguish between text types and identify the associated translation problems and difficulties</li> <li>• can apply translation strategies</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Basic theories of applied linguistics and translation studies</li> <li>• Concept of translation</li> <li>• Language services processes</li> <li>• Equivalence</li> <li>• Sign concept</li> <li>• Text concepts / text types</li> <li>• Intermediality</li> <li>• Multimodality</li> </ul>	
Reading list	<p>Koller, Werner &amp; Berg Henjum, Kjetil (2021). Einführung in die Übersetzungswissenschaft. (9th ed.). utb.</p> <p>Nord, Christiane (2010). Fertigkeit Übersetzen. Ein Kurs zum Übersetzenlehren und -lernen (besonders Kap. 2 (2.5-2.9), 3, 7, 8). BDÜ Fachverlag.</p> <p>Prunč, Erich (2001). Einführung in die Translationswissenschaft. Vol. I: Orientierungsrahmen. Selbstverlag, Institut für Theoretische und Angewandte Translationswissenschaft.</p> <p>Schmitt, Peter A. (2016). Handbuch Technisches Übersetzen. BDÜ Fachverlag.</p> <p>Stolze, Radegundis (2009). Fachübersetzen – Ein Lehrbuch für Theorie und Praxis. Frank &amp; Timme GmbH.</p>	
<b>Course 2: Tutorial: Translating from English into German</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are in a position to analyse English-language texts with respect to translation problems</li> <li>• are able to translate English texts of differing levels of expertise and subject areas</li> </ul>	

	<ul style="list-style-type: none"> <li>• are proficient in a relevant software programme for the production of translations</li> <li>• can reflect upon translations on the basis of specific criteria and evaluate their translations</li> <li>• can justify translation decisions</li> <li>• can overcome language pair-specific problems</li> </ul>
Topics	<ul style="list-style-type: none"> <li>• Translation strategies and methods</li> <li>• Selected software tools for professional translation</li> <li>• Working with resources</li> <li>• Research techniques</li> </ul>
Reading list	Durban, Chris (2019). <i>The Prosperous Translator. Advice from Fire Ant &amp; Worker Bee.</i> FA&WB Press
<b>Course 3: Tutorial: Translating from German into English</b>	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are in a position to analyse German-language texts with respect to translation problems</li> <li>• are able to translate German texts of differing levels of expertise and subject areas</li> <li>• are proficient in a relevant software programme for the production of translations</li> <li>• can reflect upon translations on the basis of specific criteria and evaluate their translations</li> <li>• can justify translation decisions</li> <li>• can overcome language pair-specific problems</li> </ul>
Topics	<ul style="list-style-type: none"> <li>• Translation strategies and methods</li> <li>• Selected software tools for professional translation</li> <li>• Working with resources</li> <li>• Research techniques</li> </ul>
Reading list	<p>Burkhart, David (2014). <i>Stylistic traps in technical English - and how to avoid them. Ein Ratgeber aus der Praxis für die Praxis.</i> (revised edition) BDÜ Fachverlag.</p> <p>Durban, Chris et al. (2014). <i>101 Things a Translator Needs to Know.</i> WLF 101 Publishing.</p>

<b>BLOCK: WORKING PROFESSIONALLY</b>		
<b>Module number: LCO 8</b>		<b>Module name: Methodology of moderation and group communication</b>
Number of credits: 8	Module coordinator: Dr. Christiane Zehrer	
Number of WHS: 6	Contact time: 90 hrs	Independent study: 150 hrs
Duration: 1 semester	Scheduled for: 2nd semester	Frequency: yearly
Type of course	1x 2 WHS seminar, 2x 2 WHS coaching	
Prerequisites	LCO 1 and LCO 3	
Form of examination	seminar paper	
Assessment	graded	
<p>Comments on module:</p> <p>This module consolidates the knowledge on workshops and creative formats from the first semester (LCO 1) using selected formats and methods. It is comprised of work in seminar groups, in which formats must be independently presented, shown and reflected upon as well as intensive preparation and follow-up with the focus on formats and methods (in groups).</p>		
<b>Course 1: Seminar: Presentation and group communication</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are able to design and present a short workshop on a given topic</li> <li>• are familiar with different workshop formats and can use them systematically</li> <li>• are familiar with different presentation techniques and can reflect upon their use</li> <li>• are familiar with selected creativity methods</li> <li>• have knowledge of group processes and roles and can apply them in workshop situations</li> <li>• have knowledge of framework conditions that can influence workshops and can systematically analyse and describe them</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Initial and problem analysis</li> <li>• Workshop formats and their framework conditions</li> <li>• Presentation techniques and their usage scenarios</li> <li>• Creativity methods</li> <li>• Creativity concept</li> <li>• Model of group processes</li> <li>• Group and occupational roles</li> <li>• Linguistic analysis of workshop settings and interactions</li> </ul>	
Reading list	<p>Cohn, Ruth C. Von der Psychoanalyse zur Themenzentrierten Interaktion. Von der Behandlung einzelner zu einer Pädagogik für alle. Klett Cotta. Current ed.</p> <p>Dorst, Kees &amp; Cross, Nigel (2001). Creativity in the design process: co-evolution of problem–solution. Design Studies, 22(5) S. 425-437.  <a href="http://oro.open.ac.uk/3278/1/Creativity_-_coevolution.pdf">http://oro.open.ac.uk/3278/1/Creativity - coevolution.pdf</a></p> <p>von Kanitz, Anja (2020). Crashkurs professionell moderieren. Haufe-Lexware.</p>	
Notes	The content, skills and know-how from the seminar will be developed, consolidated and reflected upon in the coaching sessions (classes 2 and	

	3) with supervision. Participating in both coaching sessions in parallel is essential.
<b>Course 2: Coaching: Presentation methods</b>	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can organise workshops independently or with others in a given organisational framework</li> <li>• know methods for dealing with specific types of problems, can apply them in a targeted way and reflect upon them</li> <li>• are familiar with the framework conditions and methods for supporting creative processes and can apply these</li> </ul>
Topics	<p>Depending on the individual need/topic/question:</p> <ul style="list-style-type: none"> <li>• Problem and target definition using a specific example</li> <li>• Design of a workshop setting incl. use of media</li> <li>• Methods for getting started, work phase and conclusion</li> <li>• Identifying possible disruptive factors</li> <li>• Analysis of and reflection on a workshop that has been conducted: topic-setting fit, selected methods, phase transitions, disruptions that occurred and possible solutions</li> </ul>
Reading list	Will be announced in the class.
Notes	The coaching relates to the contents of the seminars and the activities that take place in them. It is therefore not possible to take part without participating in the seminar in parallel.
<b>Course 3: Coaching: Individual presentation and communication strategies</b>	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can take on the role of workshop presenter themselves or guide the implementation of a creativity method</li> <li>• can prepare and organise a workshop situation and coordinate with a co-moderator</li> <li>• can react competently to critical situations in presentation, e.g. phase transitions, disruptions, time problems</li> <li>• can competently use their own choice of media in a workshop or creative setting</li> <li>• are familiar with techniques for dealing with uncertainty and nervousness/fear of speaking/stage fright</li> <li>• can follow planning for a workshop over a longer period of time and apply self-motivation and self-management methods in this connection</li> </ul>
Topics	<p>Depending on individual need/topic/question:</p> <ul style="list-style-type: none"> <li>• Reflection on one's own role and function</li> <li>• Clarification of one's own self-image and external image</li> <li>• Methods for critical presentation situations</li> <li>• Applications, advantages and disadvantages of different media (in certain settings)</li> <li>• Practising critical activities, phases and transitions</li> <li>• Role playing disruptive events</li> <li>• Function of and dealing with nervousness/stage fright and similar</li> </ul>

	<ul style="list-style-type: none"><li>• Self-management techniques</li><li>• Dealing with conditions, people and situations that are perceived to be difficult</li></ul>
Reading list	Will be announced in the class.
Notes	The coaching relates to the contents of the seminars and the activities that take place in them. It is therefore not possible to take part without participating in the seminar in parallel.

<b>BLOCK: WORKING PROFESSIONALLY</b>		
<b>Module number: LCO 9</b>		<b>Module name: Presentation and rhetoric (2)</b>
Number of credits: 7	Module coordinator: Prof. Dr. Martina Schwanke	
Number of WHS: 6	Contact time: 90 hrs	Independent study: 210 hrs
Duration: 1 semester	Scheduled for: 2nd semester	Frequency: yearly
Type of course	2x 2 WHS tutorial and 1x 2 WHS coaching	
Prerequisites	LCO 2	
Form of examination	oral exam	
Assessment	graded	
<b>Course 1: Tutorial</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can apply during their studies for a holiday job, an internship and after their studies for a permanent position or present themselves professionally on the market as a freelancer</li> <li>• can successfully acquire a contract</li> <li>• can successfully conduct sales negotiations</li> <li>• can deliver a speech freely for a defined company in front of a defined target group, present their own services and projects in a customer-oriented manner and conduct a presentation event in the German-speaking world</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Foundations of customer-oriented communication, individual phases of acquisition and sale, negotiation techniques, presentation techniques</li> <li>• Application training, time and self-management</li> <li>• Corporate communication, marketing, customer management, exhibition training, customer-oriented business correspondence, complaints, question techniques, leadership methods, conducting discussions</li> <li>• stress management, relaxation methods, academic exams, stage fright</li> <li>• reflection on one's own role and function, clarification of self-image and external image</li> <li>• Role plays</li> </ul>	
Reading list	Will be announced in the class.	
Notes	The language of tuition for this tutorial is German.	
<b>Course 2: Tutorial: Presentation and rhetoric (2)</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can freely give a speech or deliver a presentation in a professional context</li> <li>• can use the appropriate media</li> <li>• can deal with various situations concerning a speech / presentation situation rhetorically with the appropriate skills in the English language</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Preparation and structure of the speech/presentation in respect of customer communication</li> </ul>	



	<ul style="list-style-type: none"> <li>• Design of the individual phases, media, visualisation, body language</li> <li>• Working and research techniques</li> <li>• Role plays</li> </ul>
Reading list	Will be announced in the class.
<b>Course 3: Coaching: Presentation and rhetoric (2)</b>	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are able to competently interact with the public in a wide range of speech / presentation situations, e.g. respond to questions, heckling, interruptions</li> <li>• are able to competently use the media they have selected in presentations</li> <li>• use techniques for dealing with stage fright and fear of speaking in public</li> <li>• are conversant with time and self-management</li> <li>• are able to professionally participate in planning a presentation event</li> </ul>
Topics	<ul style="list-style-type: none"> <li>• Reflection upon one's own role</li> <li>• Discussion of one's self-image and external image</li> <li>• Reflection on the use of various media</li> <li>• Discussion of problematic situations</li> </ul>
Reading list	Will be announced in the class.
Notes	In terms of content, the coaching relates fully to the tutorials and the activities undertaken during them. It is therefore not possible to participate without participating in the tutorials at the same time.

<b>BLOCK: DEVELOPING AND DESCRIBING KNOWLEDGE</b>		
Module number: LCO 10	Module name: Subjects and specialist language	
Number of credits: 6	Module coordinator: Dr. Christiane Zehrer	
Number of WHS: 4	Contact time: 60 hrs	Independent study: 120 hrs
Duration: 1 semester	Scheduled for: 3rd semester	Frequency: yearly
Type of course	2x 2 WHS seminar	
Prerequisites	LCO 4, 5, 6, 7	
Form of examination	written assignment	
Assessment	graded	
<b>Course 1: Seminar: Subjects and specialist languages - German</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are able to linguistically analyse specialist texts</li> <li>• are able to absorb specialist content proceeding from texts or other media presentation forms</li> <li>• are able to identify stylistic features of specialist text types, understand their function and apply them</li> <li>• are able to identify, understand and utilise conceptual speech in specialist situations</li> <li>• recognise the influence of context and media factors on a text</li> <li>• are able to conceive and produce specialist texts and media that are tailored to specific target groups</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Features of specialist languages, specialist texts and other specialist presentation types</li> <li>• Analysis of specialist texts or presentations from at least two fields</li> <li>• Acquisition of subject-specific phrases and of the specific vocabulary of the selected fields</li> <li>• Comparison of specialist texts or presentation forms for different target groups</li> </ul>	
Reading list	Will be announced in the class.	
<b>Course 2: Seminar: Subjects and specialist language - English</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are able to linguistically analyse specialist English-language texts</li> <li>• are able to absorb specialist content proceeding from English-language texts or other media presentation forms</li> <li>• are familiar with the stylistic features of specialist text types in the English language</li> <li>• understand the function of specialist text types and stylistic devices</li> <li>• are able to identify conceptual speech in specialist English-language media presentations and understand its function</li> <li>• are able to conceive and produce specialist English-language texts and media that are tailored to specific target groups</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Features of specialist texts in the English language</li> <li>• Stylistic features of English specialist language</li> <li>• Expert-layperson communication in English-language texts and media</li> </ul>	

	<ul style="list-style-type: none"><li>• Advanced vocabulary and collocations of selected specialist fields</li><li>• Features of conceptual speech in English</li><li>• English specialist language in different media presentations</li></ul>
Reading list	Will be announced in the class.

<b>BLOCK: DEVELOPING AND DESCRIBING KNOWLEDGE</b>		
Module number: LCO 11	Module name: Terminology and documentation	
Number of credits: 3	Module coordinator: Carsten Behrend	
Number of WHS: 4	Contact time: 60 hrs	Independent study: 30 hrs
Duration: 1 semester	Scheduled for: 3rd semester	Frequency: yearly
Type of course	1x 2 WHS lecture, 1x 2 WHS tutorial	
Prerequisites	none	
Form of examination	written examination	
Assessment	graded	
<b>Course 1: lecture</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• know the principles, issues and methods of terminology science and technical documentation</li> <li>• understand the interrelationships between terminology and specialist texts</li> <li>• understand the relationship between translation-oriented text production and content management</li> <li>• know the essential structures and differences between a term, designation, term system and term plan</li> <li>• know the principles of modularised writing</li> <li>• know the essential norms and regulations for terminology, ontologies and technical documentation</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Principles of terminology science and technical documentation</li> <li>• Classification of lexicology and terminology</li> <li>• Basic concepts of terminology</li> <li>• Terminology management and terminological data categories</li> <li>• Forms of terminology work</li> <li>• Term-oriented translation</li> <li>• Terminology research</li> <li>• Standardisation processes</li> <li>• Terminology work institutions</li> <li>• Terminology and controlled language as part of the corporate identity in organisations</li> </ul>	
Reading list	<p>Arntz, Reiner, Picht, Heribert &amp; Schmitz, Klaus-Dirk: Einführung in die Terminologearbeit. Olms. Current ed.</p> <p>Articles from the specialist terminology journal "edition" (cursive) of the Deutscher Terminologietag e.V. (DTT)</p> <p>Articles from the specialist "technical communication" (cursive) journal of the Society for Technical Communication (tekomp)</p> <p>Drewer, Petra &amp; Schmitz, Klaus-Dirk (2017). Terminologiemanagement. Grundlagen – Methoden – Werkzeuge. Springer Vieweg.</p> <p>Juhl, Dietrich (2015). Technische Dokumentation. Praktische Anleitungen und Beispiele. (revised edition) Springer Vieweg.</p>	
<b>Course 2: Tutorial</b>		
Learning objectives	The students	

	<ul style="list-style-type: none"> <li>• are familiar with the rationale as well as the area of conflict of terminology work in organisations</li> <li>• are proficient in a tool used for terminology or knowledge management</li> <li>• can make basic use of a documentation tool</li> <li>• can carry out functional terminology work on a selected specialist text</li> <li>• can carry out systematic terminology work on a selected documentation project</li> </ul>
Topics	<ul style="list-style-type: none"> <li>• Planning, structuring and development of a terminologically / ontologically arranged database using database categories</li> <li>• Drawing up of specialist instructions using documentation software</li> <li>• Planning and structuring of term plans and term systems using software (terminology management, mind mapping and similar)</li> <li>• Research for terms and designations in relevant sources</li> <li>• Definition of terms using terminological standards</li> </ul>
Reading list	<p>Arntz, Reiner, Picht, Heribert &amp; Schmitz, Klaus-Dirk. Einführung in die Terminologearbeit. Olms. Current ed.</p> <p>Drewer, Petra &amp; Schmitz, Klaus-Dirk (2017). Terminologiemanagement. Grundlagen – Methoden – Werkzeuge. Springer Vieweg.</p> <p>Juhl, Dietrich (2015). Technische Dokumentation. Praktische Anleitungen und Beispiele. (revised edition) Springer Vieweg.</p>

BLOCK: CONVEYING KNOWLEDGE USING MEDIA		
Module number: LCO 12		Module name: Media studies
Number of credits: 4	Module coordinator: Dr. Christiane Zehrer	
Number of WHS: 2	Contact time: 30 hrs	Independent study: 90 hrs
Duration: 1 semester	Scheduled for: 3rd semester	Frequency: yearly
Type of course	1x 2 WHS lecture	
Prerequisites	LCO 7	
Form of examination	written exam	
Assessment	graded	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• know different definitions of the term “media”</li> <li>• know the specialist categorisation of different media terms</li> <li>• know the terms “multimodality”, “intersemioticity” and “materiality”</li> <li>• are familiar with different linguistic definitions and operationalisations of the concept of media</li> <li>• understand the purpose of a differentiated analysis of media in respect of specialist and professional communication</li> <li>• know research methods for the differentiated analysis of media in specialist and occupational contexts</li> <li>• are familiar with different studies on media use in specialist and occupational contexts</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Concept of media in everyday life</li> <li>• Linguistic media terms in comparison to the media terms in other specialist disciplines</li> <li>• Medium, material and other differentiations</li> <li>• Multimodality and intersemioticity</li> <li>• Selected case studies of specialist and occupational media use</li> <li>• Selected studies on media use in the subject or occupation-specific context</li> </ul>	
Reading list	Will be announced in the class.	

<b>BLOCK: CONVEYING KNOWLEDGE USING MEDIA</b>		
Module number: LCO 13	Module name: Creating visual and audiovisual media	
Number of credits: 10	Module coordinator: Dr. Christiane Zehrer	
Number of WHS: 8	Contact time: 120 hrs	Independent study: 180 hrs
Duration: 1 semester	Scheduled for: 3rd semester	Frequency: yearly
Type of course	2x 2 WHS seminar + 2 WHS tutorial	
Prerequisites	LCO 5 and LCO 6	
Form of examination	written assignment	
Assessment	graded	
<p>Comments on module:</p> <p>1 seminar and 1 tutorial are matched to one another in each case. Their focal areas in terms of content are “communication with images” and “communication with audiovisual media”. It is essential that the classes that are matched with one another are completed in the same semester.</p>		
<b>Course 1: Seminar: Communication with images</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are aware of the communication differences between images and language/texts</li> <li>• are familiar with the possible uses of images, in particular in specialist and professional communication</li> <li>• are aware of the legal framework for the use of images</li> <li>• can analyse the use of images in informative and instructive texts / text-image combinations</li> <li>• know the principles of image composition and can explain them using examples</li> <li>• know typical text-image relationships</li> <li>• understand the function of images and text-image combinations in specialist and professional contexts</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Concept of visual communication</li> <li>• Comparison language - image</li> <li>• Image rights and picture citations</li> <li>• Text-image combinations and their function</li> <li>• Image composition from the point of view of function</li> <li>• Analysis and optimisation of images and text-image combinations</li> </ul>	
Reading list	Will be announced in the class.	
<b>Course 2: Tutorial: Communication with images</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can name selected tools (software) for digital image processing</li> <li>• know what the quality and resolution of digital images are, and can apply this knowledge</li> <li>• understand the basic principles of photography (focal length, lighting, depth of field) and can apply them</li> <li>• are able to systematically produce images with certain characteristics using a digital camera</li> </ul>	

	<ul style="list-style-type: none"> <li>recognise which motifs and settings are needed for certain informative or explanatory communication objectives and are able to implement these with simple digital photographic tools</li> <li>master the basic functions of at least one digital image processing software programme</li> <li>understand settings and editing options of the software in respect of photographs they take and their communicative purposes</li> </ul>
Topics	<ul style="list-style-type: none"> <li>Practising basic photographic techniques</li> <li>Motif design and adjustment</li> <li>Photographic depiction of action sequences</li> <li>Assessment of image quality</li> <li>Digital image processing for improving photographic quality</li> <li>Digital image processing for optimising the communicative effect</li> <li>Creation of a pictorial or image-text medium with an informative or instructive communication objective</li> </ul>
Reading list	Will be announced in the class.
<b>Course 3: Seminar: Communication with audiovisual media</b>	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>are familiar with the communicative characteristics of audiovisual media and can name them</li> <li>know the key features of non-linear and immersive media</li> <li>know and can apply the concepts of “multimodality” and “intersemioticity” to audiovisual media and know the challenges that arise from this</li> <li>are familiar with the different possible uses of audiovisual media in specialist and professional communication</li> <li>are familiar with the key design features of films/videos</li> <li>are familiar with the key structures of audio content</li> <li>understand the essential problems of intermedial translation and can explain these using examples</li> </ul>
Topics	<ul style="list-style-type: none"> <li>Concept of audiovisuality</li> <li>Linearity and immersivity</li> <li>Comparison of time-bound and non-time-bound media</li> <li>Use of cinematic tools in specialist and professional contexts</li> <li>Acoustic media in specialist and professional contexts</li> <li>Intermedial and intralingual translation</li> </ul>
Reading list	Will be announced in the class.
<b>Course 2: Tutorial: Communication with audiovisual media</b>	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>are able to name selected tools (software) for digital film editing and audio editing</li> <li>can name selected subtitling tools and are familiar with their basic functions</li> <li>know what quality and resolution of digital moving pictures and audio recordings are and can apply this knowledge</li> </ul>



	<ul style="list-style-type: none"> <li>• understand the basic principles of filming (focal length, lighting, focus) and of audio recording (direction, noise suppression) and can apply them</li> <li>• are able to purposefully design short film sequences and record them with a digital camera</li> <li>• can design audio features about technical or professional topics</li> <li>• are proficient in the basic functions of at least one software programme for digital video and audio editing</li> <li>• understand the settings and editing options of the software in respect of the video or audio recordings they make and their communicative purposes</li> </ul>
Topics	<ul style="list-style-type: none"> <li>• Materials science</li> <li>• Basic filming techniques</li> <li>• Basic principles of audio recording</li> <li>• Conception, planning and design of film and/or audio sequences</li> <li>• Evaluation of recording quality</li> <li>• Evaluation of the communicative quality of films and audio features in respect of the specified purpose</li> <li>• Digital post-processing of video and/or audio recordings</li> <li>• Production of a short film and/or audio feature and/or subtitling of an audiovisual medium with an informative or instructive communication objective</li> </ul>
Reading list	Will be announced in the class.

<b>BLOCK: PLANNING, ORGANISING AND IMPLEMENTING COMMUNICATION</b>		
Module number: LCO 14	Module name: Communication ethics 1	
Number of credits: 7	Module coordinator: Prof. Dr. Carlos Melches	
Number of WHS: 4	Contact time: 60 hrs	Independent study: 150 hrs
Duration: 1 semester	Scheduled for: 3rd semester	Frequency: yearly
Type of course	1x 2 WHS tutorial, 1x 2 WHS lecture	
Prerequisites	LCO 4 and LCO 5	
Form of examination	seminar paper (14.1) seminar paper (14.2)	
Assessment	graded	
<b>Sub-module LCO 14.1: Interpreting day-to-day in organisations (1)</b>		
Number of credits: 4, Type of class: Tutorial		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with different variants of oral interpretation</li> <li>• are able to orally convey everyday conversations in their working languages</li> <li>• are in a position to interpret simple conversations using specialist language after a certain preparation time</li> <li>• are proficient in the basics of interpreting notes</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Typology of interpreting situations</li> <li>• General and language pair-specific interpreting problems</li> <li>• Behaviour when interpreting</li> <li>• Extralinguistic elements of interpreting</li> <li>• Independent acquisition of specialist content</li> <li>• Basics of interpreting notes</li> </ul>	
Reading list	Kadrić, Mira & Kaindl, Klaus (2016). Berufsziel Übersetzen und Dolmetschen. Grundlagen, Ausbildung, Arbeitsfelder. utb.	
<b>Sub-module LCO 14.2: Professional ethics in professional communication (1)</b>		
Number of credits: 3, Type of class: lecture		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with the basic principles of ethics</li> <li>• are familiar with the basic approaches to assessing ethical behaviour</li> <li>• are aware of the central ethical challenges of language mediation professions</li> <li>• are familiar with specific cases and examples of professional ethics situations</li> <li>• can apply ethical principles to case studies</li> <li>• can form and justify their own standpoint</li> <li>• can reflect upon the relationships between ethics and psychology in professional communication</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Basic ethical concepts, different ethical approaches</li> <li>• Links between ethics and professionalism</li> <li>• Cultural differences</li> <li>• Professional law and ethos</li> </ul>	

Reading list

Will be announced in the class.

<b>BLOCK: ECONOMICS FOR COMMUNICATION PROFESSIONALS</b>		
Module number: LCO 15		Module name: Foundations of economics for linguistic and communication services
Number of credits: 6	Module coordinator: Dr. Christiane Zehrer	
Number of WHS: 4	Contact time: 60 hrs	Independent study: 120 hrs
Duration: 1 semester	Scheduled for: 4th semester	Frequency: yearly
Type of course	1x 2 WHS lecture, 1x 2 WHS tutorial	
Prerequisites	LCO 4	
Form of examination	written examination	
Assessment	graded	
<b>Course 1: Lecture: Fundamentals of business administration for communications professionals</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with the basic concepts of business administration</li> <li>• are familiar with the basic legal framework conditions for freelance and commercial activities</li> <li>• can name selected legal forms of companies and explain the key legal and commercial differences</li> <li>• understand commercial decisions and can make such decisions methodically for selected cases</li> <li>• understand the interaction between business variables such as sales, revenue and profit, etc.</li> <li>• understand basic interrelationships of operational/economic creation of goods and services, especially in the service sector</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Legal forms, natural and legal persons</li> <li>• Concept of enterprise</li> <li>• Concept of freelance activity</li> <li>• Principles of business decision-making (e.g. location, production programme, personnel)</li> <li>• Principles of operational key figure calculation</li> <li>• Basics of service management</li> </ul>	
Reading list	Will be announced in the class.	
<b>Course 2: Tutorial on the lecture in Fundamentals of business administration for communications professionals</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with the basic legal framework conditions when taking up an economic activity in Germany and understand the effect on their own possible activity in the communication services sector</li> <li>• can understand key commercial and legal consequences of possible legal forms and apply them to specific cases</li> <li>• can methodically make and justify different commercial decisions</li> <li>• are familiar with methods of calculating the profitability of planned activities</li> <li>• know methods of evaluating the feasibility of service offerings taking economic aspects into account</li> </ul>	

Topics	<ul style="list-style-type: none"><li>• Differences between freelance activity and companies and their different legal forms</li><li>• Incorporation and legal form decision e.g. on the basis of case studies</li><li>• Location decision</li><li>• Personnel decisions</li><li>• Calculation of turnover, profit, break-even point</li><li>• Determining the optimal production programme / service offering</li><li>• Determining the capacity for defined service qualities</li></ul>
Reading list	Will be announced in the class.

<b>BLOCK: ECONOMICS FOR COMMUNICATION PROFESSIONALS</b>		
<b>Module number: LCO 16</b>		<b>Module name: Project management in everyday working life</b>
Number of credits: 4	Module coordinator: Prof. Dr. Carlos Melches	
Number of WHS: 4	Contact time: 60 hrs	Independent study: 60 hrs
Duration: 1 semester	Scheduled for: 4th semester	Frequency: yearly
Type of course	1x 2 WHS tutorial, 1x 2 WHS coaching	
Prerequisites	none	
Form of examination	presentation	
Assessment	graded	
Comments on module: The courses refer to one another. For this reason they cannot be completed in different semesters.		
<b>Course 1: Tutorial</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with the fundamental concepts of and approaches to project management</li> <li>• are in a position to define project aims</li> <li>• can cooperatively structure and plan a project</li> <li>• can successfully implement a project in a defined time frame</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Concept definition of project and project management</li> <li>• Project management models</li> <li>• Methods and tools</li> <li>• Aims, processes and phases of projects</li> <li>• Cooperation in projects</li> <li>• Quality in project management</li> <li>• Occupational profile: project management</li> </ul>	
Reading list	<p>Kusay-Merkle, Ursula. Agiles Projektmanagement im Berufsalltag. Für mittlere und kleine Projekte. Springer. Current ed.</p> <p>Küster, Jörg et al. Handbuch Projektmanagement. Agil – Klassisch – Hybrid. Springer. Current ed.</p> <p>Schwaber, Ken &amp; Sutherland, Jeff. The Scrum Guide. Current edition, also in German. <a href="https://www.scrum.org/resources/scrum-guide">https://www.scrum.org/resources/scrum-guide</a></p>	
<b>Course 2: Coaching</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can successfully define and structure a project</li> <li>• can reflect upon their own role in the progress of the project</li> <li>• can resolve, in a group, situations that are critical to the success of a project and which may cause conflict</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Reflection on the (group) work in one's own project</li> </ul>	
Reading list	not applicable	

<b>BLOCK: ECONOMICS FOR COMMUNICATION PROFESSIONALS</b>		
<b>Module number: LCO 17</b>		<b>Module name: Project - communication task</b>
Number of credits: 7	Module coordinator: Dr. Christiane Zehrer	
Number of WHS: 6	Contact time: 90 hrs	Independent study: 120 hrs
Duration: 1 semester	Scheduled for: 4th semester	Frequency: yearly
Type of course	1x 4 WHS project seminar, 1x 2 WHS coaching	
Prerequisites	LCO 1 - 14	
Form of examination	project report	
Assessment	graded	
<b>Course 1: Project seminar</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can independently complete a task in the area of communication services (e.g. translation, production of target group-appropriate information, conference or workshop organisation) in groups</li> <li>• can take into account explicit and implicit framework conditions when carrying out their project</li> <li>• can plan the necessary activities of their group and its members in a purposeful manner</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Authentic or real project (carried out with practical partners) in the field of communication services</li> <li>• Application to the project aim of the substantive skills learned</li> <li>• Application of methodological skills learned to the organisation of the group and one's self</li> <li>• Client communication</li> </ul>	
Reading list	Will be announced in the class.	
Notes	<p>In the project seminar, students learn through active participation and through joint meetings as well as any group work phases For their part, the group work phases can comprise individual contributions that are assigned by the lecturers or within the group itself. The completion of the individual assignments is mandatory for successful participation in the course. Without the practical experiences obtained in this way there is no foundation for the "project report" record of achievement, which thus cannot be obtained either.</p>	
<b>Course 2: Coaching</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can successfully carry out the communication task assigned to them as a group</li> <li>• can each make their individual contribution to the communication task</li> <li>• apply methods for successfully planning the project work</li> <li>• reflect independently on their group progress</li> <li>• resolve conflicts within the group</li> <li>• refresh necessary skills and/or independently acquire new knowledge for the completion of the task</li> <li>• communicate professionally with the client</li> </ul>	

	<ul style="list-style-type: none"> <li>• deal constructively and purposefully with conflicts with the client</li> </ul>
Topics	<ul style="list-style-type: none"> <li>• Clarification and delimitation of task</li> <li>• Project planning and task assignment</li> <li>• Self-management and accountability</li> <li>• Conflict structures and resolution mechanisms</li> <li>• Self-study techniques, self-reflection in respect of learning and skills acquisition requirements</li> <li>• Where necessary training methods for software</li> </ul>
Reading list	Will be announced in the class.
Notes	The course supports the learning process of students and groups of students during their parallel participation in the project seminar (communication task). Participation in both programmes during the same semester is therefore a requirement.



<b>BLOCK: PLANNING, ORGANISING AND IMPLEMENTING COMMUNICATION</b>		
<b>Module number: LCO 18</b>		<b>Module name: Communication ethics 2</b>
Number of credits: 7	Module coordinator: Prof. Dr. Carlos Melches	
Number of WHS: 4	Contact time: 60 hrs	Independent study: 150 hrs
Duration: 1 semester	Scheduled for: 4th semester	Frequency: yearly
Type of course	1x 2 WHS tutorial, 1x 2 WHS coaching	
Prerequisites	LCO 14	
Form of examination	LCO 18.1: presentation LCO 18.2: oral exam	
Assessment	graded	
<b>Sub-module LCO 18.1: Interpreting day-to-day in organisations (2)</b>		
Number of credits: 4, Type of class: Tutorial		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can faithfully convey everyday conversations verbally to a high degree of accuracy between their working languages</li> <li>• are in a position to interpret complex specialist conversations after a certain preparation time</li> <li>• are proficient in the use of interpreting notes</li> <li>• have job-specific mnemonics</li> <li>• can deal with conflicts in interpreting situations</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Interpreting-specific text type competence and rhetoric</li> <li>• Features of specialist verbal conversations</li> <li>• Interpreting conduct</li> <li>• Extralinguistic elements of interpreting</li> <li>• Independent acquisition of complex specialist content</li> <li>• Memory training</li> <li>• Interpreting notes</li> </ul>	
Reading list	Will be announced in the class.	
<b>Sub-module LCO 18.2: Professional ethics in professional communication (2)</b>		
Number of credits: 3, Type of class: Coaching		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can reflect upon their own performance in language mediation taking ethical viewpoints into consideration</li> <li>• can justify professional decisions with reference to principles of professional ethics</li> <li>• are in a position to explain and justify their professional conduct to non-experts</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Discussion of own examples from practice or the class</li> <li>• Substantive consolidation of professional argumentation patterns</li> </ul>	
Reading list	Will be announced in the class.	

<b>BLOCK: PLANNING, ORGANISING AND IMPLEMENTING COMMUNICATION</b>		
Module number: LCO 19		Module name: Strategic and operational aspects of organisational communication
Number of credits: 6	Module coordinator: Dr. Christiane Zehrer	
Number of WHS: 4	Contact time: 60 hrs	Independent study: 120 hrs
Duration: 1 semester	Scheduled for: 4th semester	Frequency: yearly
Type of course	1x 2 WHS seminar, 1x 2 WHS tutorial	
Prerequisites	LCO 1 - 14	
Form of examination	written assignment	
Assessment	graded	
<b>Course 1: Seminar: Organisational communication</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with the concept of organisational communication</li> <li>• can name and explain the differences between different definitions of “organisational communication”</li> <li>• are familiar with the concepts of internal, external and integrated communication and can explain these</li> <li>• are familiar with applied linguistics perspectives of organisational communication</li> <li>• are familiar with selected organisational communication studies and can describe their content</li> <li>• are familiar with selected methods of applied linguistic research into organisational communication and can transfer and adapt these to their own problems</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Basic texts on organisational and corporate communication.</li> <li>• Concept of communication in applied linguistics</li> <li>• Definitions of “organisational communication”, “corporate communication”, “internal/external/integrated communication”</li> <li>• Selected studies on organisational communication</li> <li>• Selected methodological applied linguistics approaches</li> </ul>	
Reading list	Will be announced in the class.	
<b>Course 2: Tutorial on Organisational communication</b>		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can produce information for a given organisational context</li> <li>• understand the framework conditions for information offerings in the organisational context and take them into account when producing information</li> <li>• know the range of possible information offerings and select these systematically and in keeping with the context</li> <li>• can justify the content, media and design decisions taken in information offerings that they have produced</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Creation of an authentic or real (with practical partners) organisational information offering</li> <li>• Assessment of different presentation types and production methods</li> </ul>	

	<ul style="list-style-type: none"><li>• Quality assurance and incorporation of feedback from fellow students, lecturers and/or external clients</li></ul>
Reading list	Grupp, Josef (2008). Handbuch Technische Dokumentation. Produktinformationen rechtskonform aufbereiten, wirtschaftlich erstellen, verständlich kommunizieren. Carl Hanser.

<b>BLOCK: PRACTISING SPECIALISED COMMUNICATION</b>		
Module number: LCO 20	Module name: Professional communication practice	
Number of credits: 30	Module coordinator: Carsten Behrend	
Number of WHS: 4	Contact time: 60 hrs	Independent study: 840 hrs
Duration: 1 semester	Scheduled for: 5th semester	Frequency: yearly
Type of course	1x 4 WHS coaching	
Prerequisites	LCO 1-19	
Form of examination	internship report	
Assessment	graded	
<p>Comments on module:</p> <p>The module includes an internship stay over a continuous period of 16 weeks at a foreign university or in a foreign or domestic internship organisation. The internship regulations apply. The module examination takes place following the internship.</p>		
<b>Sub-module LCO 20.1: Preparation, support and follow-up of the practical phase</b>		
Number of credits: 6, Type of class: Coaching		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can apply research skills in order to find the right institution for their requirements</li> <li>• can apply in a professional and convincing form</li> <li>• can plan, structure and organise their stay alone or together with other students</li> <li>• can use financing tools for their stay</li> <li>• can document their experiences in structured form during the course of their stay</li> <li>• can draw up an internship report or can participate successfully in the teaching programmes offered by a foreign university</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Preparatory tasks, research, application</li> <li>• Getting to grips with a foreign culture abroad or in an organisation</li> <li>• Classification of skills in a professional environment in an organisation</li> <li>• Consolidation of competences at a foreign university</li> <li>• Acceptance of responsibility</li> <li>• Reflection upon one's own role</li> </ul>	
Reading list	Will be announced in the class.	
<b>Sub-module LCO 20.2: Internship, poss. abroad</b>		
Number of credits: 24, Type of class: none		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can play a professional part in an occupational or academic setting</li> <li>• are in a position to reflect upon personal and professional / study behaviour</li> <li>• can deal with everyday situations in a new professional, academic or living environment</li> </ul>	
Topics	The content is aligned with the respective employment position.	
Reading list	not applicable	

Notes

The students must conclude a Learning Agreement before the start of the stay.

<b>BLOCK: PROGRAMME COMPLETION</b>		
<b>Module number: LCO 21</b>		<b>Module name: Scientific working</b>
Number of credits: 15	Module coordinator: Prof. Dr. Carlos Melches	
Number of WHS: 6	Contact time: 90 hrs	Independent study 360 hrs
Duration: 1 semester	Scheduled for: 6th semester	Frequency: yearly
Type of course	1x 2 WHS workshop 1x 2 WHS tutorial+ 1x 2 WHS coaching	
Prerequisites	none	
Form of examination	Sub-module LCO 21.1: written assignment Sub-module LCO 21.2: written assignment	
Assessment	graded	
Comments on module: Submodule 21.1 prepares students to pursue submodule 21.2. For this reason, the submodules cannot be completed in different semesters.		
<b>Sub-module LCO 21.1: Topic identification and literature research</b>		
Number of credits: 5, Type of class: Workshop		
Learning objectives	The students <ul style="list-style-type: none"> <li>• are able to formulate a topic for an academic paper by having recourse to the content of their studies and, where relevant, practical experiences</li> <li>• are in a position to research, evaluate scientific literature and categorise it with regard to their topic</li> <li>• can manage their references</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Brainstorming</li> <li>• Discussion of possible topics</li> <li>• Literature research</li> <li>• Extracting information</li> <li>• Reference management</li> </ul>	
Reading list	Will be announced in the class.	
<b>Sub-module LCO 21.2: Writing scientific texts</b>		
Number of credits: 10		
<b>Course 1: Tutorial</b>		
Learning objectives	The students <ul style="list-style-type: none"> <li>• are able to plan and organise a scientific writing project</li> <li>• are proficient in the principles of time management and self-organisation</li> <li>• can draft scientific texts</li> <li>• are in a position to reflect upon their working and writing process</li> <li>• can evaluate their own and others' scientific texts and correct them</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Scientific style</li> <li>• Citation rules</li> <li>• Formalities of scientific work</li> <li>• Reference management systems</li> <li>• Time management</li> <li>• Work planning</li> </ul>	

	<ul style="list-style-type: none"> <li>• Self-organisation</li> </ul>
Reading list	<p>Kruse, Otto. Keine Angst vor dem leeren Blatt. Ohne Schreibblockaden durchs Studium. Campus. Current ed.</p> <p>Voss, Rödiger. Wissenschaftliches Arbeiten...leicht verständlich! utb. Current ed.</p>
<b>Course 2: Coaching</b>	
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• are in a position to reflect upon their working and writing process</li> <li>• can evaluate their own and others' scientific texts and correct them</li> </ul>
Topics	<ul style="list-style-type: none"> <li>• Crisis management</li> <li>• Reflection</li> <li>• Feedback</li> </ul>
Reading list	<p>Kruse, Otto. Keine Angst vor dem leeren Blatt. Ohne Schreibblockaden durchs Studium. Campus. Current ed.</p>

<b>BLOCK: PROGRAMME COMPLETION</b>		
Module number: LCO 22	Module name: Bachelor's Thesis and Defence	
Number of credits: 15	Module coordinator: Prof. Dr. Martina Schwanke	
Number of WHS: 0	Contact time: 0 hrs	Independent study: 450 hrs
Duration: 1 semester	Scheduled for: 6th semester	Frequency: yearly
Type of course	none	
Prerequisites	Approval to write the Bachelor's thesis requires evidence that all of the module examinations that need to be completed beforehand amounting to 150 credit points have been completed.	
Form of examination	Sub-module 22.1: written assignment (Bachelor's thesis) Sub-module 22.2: presentation	
Assessment	graded	
Comments on module: Eighty per cent of the overall mark for the module will be made up of the grade from the Bachelor's thesis and 20 per cent from the grade awarded for the defence.		
<b>Sub-module 22.1: Bachelor's thesis</b>		
Number of credits: 12, Type of class: none		
Learning objectives	<p>The students</p> <ul style="list-style-type: none"> <li>• can, within a prescribed period of time, work independently and scientifically on a task from the specialist field</li> <li>• identify and evaluate scientific literature</li> <li>• cooperate with external organisations where necessary, if the final thesis is being written in such a context</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Theoretical and if necessary empirical treatment of selected issues from the field of Language and Communication in Organisations, including with an interdisciplinary orientation where nec.</li> <li>• Writing of a Bachelor's thesis of between 40 and 50 pages</li> </ul>	
Reading list	not applicable	
Notes	<p>The researching of suitable materials is a fundamental part of the assessment.</p> <p>The time allocated for writing the Bachelor's thesis is 10 weeks; it will be assessed by a first and second examiner.</p>	
<b>Sub-module 22.2: Colloquium</b>		
Number of credits: 3, Type of class: none		
Learning objectives	<p>The students can</p> <ul style="list-style-type: none"> <li>• within a prescribed period of time present their final thesis with a scientific poster that they have produced themselves to an audience from the department</li> <li>• respond in greater depth to questions about their final thesis in a discussion</li> </ul>	
Topics	<ul style="list-style-type: none"> <li>• Topic-related areas of emphasis from the field of Language and Communication in Organisations</li> <li>• Topic-related methods from the field of Language and Communication in Organisations</li> <li>• Appropriate project-related discourse</li> </ul>	



Reading list	not applicable
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