

Module Description Academic Writing & Business Ethics

Identifier	Category	Details / Content
General Information		
1.1	Module name	Academic Writing & Business Ethics
1.2	Contained courses	Academic Writing & Business Ethics
1.3	Module code	MSB.2.0161.0.M
Timing		
2.1	Frequency of offer	Summer and Winter semester
2.2	Attend in which semester	1st semester
Link to study programs		
3.1	Offered in study program	Master International Marketing and Sales
3.2	Mandatory courses in module or Electives	Mandatory
Workload		
4.1	Lecture form	Seminarian lessons / work with case studies
4.2	Contact time	4 semester weekly hours = 60 hours per semester
4.3	Self-study time / Project Study	120
4.4	Total workload	180
4.5	Workload in credits	6 ECTS
Intended learning outcomes & learning content		
Intended learning outcomes		
	ILO AWBE 1	Graduates can understand difficult texts on ethical, general or subject-specific topics with a broad vocabulary (such as scientific papers/ lectures), provided in in authentic situations, and can elicit implicit and explicit information from them.
	ILO AWBE 2	Graduates can understand a wide range of idioms, stylistic phrases and colloquial expressions and can correctly assess style levels.
	ILO AWBE 3	Graduates can speak fluently, can talk about ethical topics in their area of study and work, and express their opinions.

Contribution of module ILOs to study programme ILOs (only most relevant contribution is highlighted)



K2: think analytically, and critically



K3: conduct rigorous research



K4: know how to behave ethically

5.1	ILO AWBE 4	Graduates can formulate their own ethical position precisely and clearly in discussions and meetings, argue convincingly, and react to complex arguments of others.	➔	K4: know how to behave ethically
	ILO AWBE 5	Graduates 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.	➔	K3: conduct rigorous research
	ILO AWBE 6	Graduates 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.	➔	K3: conduct rigorous research
	ILO AWBE 7	Graduates can develop, draft and formulate comprehensive texts of both academic and professional nature to suit specific recipients.	➔	S1: manage effectively intercultural communication
	ILO AWBE 8	Graduates can critically evaluate scientific sources, formulate research questions for a research proposal and use different ways of citation safely.	➔	K3: conduct rigorous research
	ILO AWBE 9	Graduates are able to deal appropriately with ethically demanding, intercultural issues as well as with the cultural conditions of different target countries.	➔	S1: manage effectively intercultural communication
	ILO AWBE 10	Graduates are able to independently develop their cultural, ethical, and study skills in the target country.	➔	K4: know how to behave ethically
	Learning content			
	Learning content 1	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 - Management and Corporate Culture - Strategic Management - Project Management - Information Management and Surveillance - Automation and AI - CSR and Sustainable Business		

5.2	Learning content 2	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. This includes intercultural issues in ethical decision-making.
	Learning content 3	On the basis of authentic texts (e.g. expert statements, material from organisations, articles from academic 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, case studies, presentations, discussions, negotiations, 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.
	Learning content 4	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.
Requirements & examination		
6	Participation requirement	Proof of B2 level (CEF) in the according language, preferably with a business focus
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	Assessment method	Moderation, Presentation (25%); Written assignment (e.g. research paper) (75%)
7.3	Requirements for admission to the examination	
7.4	Importance of the mark for total mark	5% (6 ECTS out of 120 ECTS)
8.1	Lecture language	English, Spanish
8.2	Module supervisor	Cathrin Ruppe, M.A.
8.3	Lecturers	Cathrin Ruppe, M.A. Anibal Diaz Alvarez M.A.
8.4	Maximum number of participants	25 per language group
8.5	Supplementary information	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 UNICert® Level III, which is the "recommended mobility level for academic stays abroad" in the UNICert® Framework.
Recommended reading		
Vázquez, G. y Bruck, C. (2005) Español con fines académicos: de la comprensión a la producción de textos. Editorial Edinu		
Montolío Durán, E. (2014) Manual de escritura académica y profesional. Editorial Ariel. Madrid. ISBN 978-84-434418677		