<table>
<thead>
<tr>
<th>Modul-Nr./ Module Code</th>
<th>BMSIB1200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modulbezeichnung / Module title</td>
<td>Rhetoric – Presentation &amp; Writing skills</td>
</tr>
<tr>
<td>Semester or Trimester</td>
<td>1st</td>
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<tr>
<td>Dauer des Moduls / Duration of the Module</td>
<td>1 semester</td>
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<tr>
<td>Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)</td>
<td>Compulsory</td>
</tr>
<tr>
<td>Ggf. Lehrveranstaltungen des Moduls / If applicable: Submodules</td>
<td>-</td>
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<tr>
<td>Häufigkeit des Angebots des Moduls / The module is offered …</td>
<td>Annually (winter semester)</td>
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<tr>
<td>Zugangsvoraussetzungen / Prerequisites for attending</td>
<td>None</td>
</tr>
<tr>
<td>Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses</td>
<td>The ability to present the results of one’s work adequately both orally and in written form, is an essential prerequisite for meeting the requirements of other modules and of students’ careers in general.</td>
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<tr>
<td>Modulverantwortliche/r / Lecturer in charge</td>
<td>Prof. Dr. Dr. h.c. H. Fanning</td>
</tr>
<tr>
<td>Name der/des Hochschullehrer/s / Name of the lecturer</td>
<td>Prof. Dr. Dr. h.c. H. Fanning</td>
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<tr>
<td>Lehrsprache / Language of Instruction</td>
<td>English</td>
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<tr>
<td>Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits</td>
<td>5</td>
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<tr>
<td>Gesamtworkload und ihre Zusammen-setzung / Workload and its composition</td>
<td>150 h (86 h self-study; 64 h contact time)</td>
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<tr>
<td>SWS / Semester periods per week</td>
<td>4</td>
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<tr>
<td>Art der Prüfung / Assessment methods</td>
<td>Oral presentation (20 minutes - Presentation skills) with a written academic assignment (2,500 words - Writing skills)</td>
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<tr>
<td>Gewichtung der Note in der Gesamtnote / Weight in final grade</td>
<td>2 %</td>
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**Qualifikationsziele des Moduls / Learning outcomes of the Module**

**Knowledge and Understanding**
The core learning objective is students understanding that successful communication puts the audience, its values and needs in the centre.
Students also become acquainted with the concept of style and stylistic requirements in different settings.
Thirdly they familiarise themselves with the core elements of academic writing.

**Applying knowledge and understanding**
Students practice all rules taught and prove their understanding in application tasks.

**Making judgements**
Students learn to analyse situations and choose rhetoric and linguistic tools appropriately

**Communication**
Results obtained are discussed in class. The exam for part II (Writing skills) is an academic assignment.

**Learning skills**
Students are able to apply the expertise gained in class in other academic and professional contexts.
Inhalte des Moduls / Syllabus

1) Essential factors for successful presentations
2) The SUCCESs formula
3) Ancient rhetoric (IDEMPA)
4) Modern rhetoric
5) Tips & Tricks

(1) Good Writing in English
(2) Academic writing Basics (Goal – Research methods)
   Linguistic features
   Structure & Techniques
   (Commenting, Qualifying, Summarising, Referencing)
(3) Business writing
   Essential types (Emails, Memos, Letters, Proposals, Reports) &
   Creative business writing

Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module

Lectures, video analysis, practical exercises, student presentations.

Besonderes / Special Features

All materials (PPT, workbook, videos) are available online.

Literatur / Literature