

<b>Modul-Nr./ Module Code</b>	<b>BMSIB1200</b>
<b>Modulbezeichnung / Module title</b>	<b>Rhetoric – Presentation &amp; Writing skills</b>
Semester or Trimester	1 <sup>st</sup>
Dauer des Moduls / Duration of the Module	1 semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Compulsory
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	None
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	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.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Dr. h.c. H. Fanning
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Dr. h.c. H. Fanning
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 h (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Oral presentation (20 minutes - <i>Presentation skills</i> ) with a written academic assignment (2.500 words - <i>Writing skills</i> )
Gewichtung der Note in der Gesamtnote / Weight in final grade	2 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p><u>Knowledge and Understanding</u> 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.</p> <p><u>Applying knowledge and understanding</u> Students practice all rules taught and prove their understanding in application tasks.</p> <p><u>Making judgements</u> Students learn to analyse situations and choose rhetoric and linguistic tools appropriately</p> <p><u>Communication</u> Results obtained are discussed in class. The exam for part II (<i>Writing skills</i>) is an academic assignment.</p> <p><u>Learning skills</u> Students are able to apply the expertise gained in class in other academic and professional contexts.</p>

<p>Inhalte des Moduls / Syllabus</p>	<ol style="list-style-type: none"> <li>1) Essential factors for successful presentations</li> <li>2) The SUCCEs formula</li> <li>3) Ancient rhetoric (IDEMPA)</li> <li>4) Modern rhetoric</li> <li>5) Tips &amp; Tricks</li> </ol> <p>.....</p> <ol style="list-style-type: none"> <li>(1) Good Writing in English</li> <li>(2) Academic writing Basics (Goal – Research methods) Linguistic features Structure &amp; Techniques (Commenting, Qualifying, Summarising, Referencing)</li> <li>(3) Business writing Essential types (Emails, Memos, Letters, Proposals, Reports) &amp; Creative business writing</li> </ol>
<p>Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module</p>	<p>Lectures, video analysis, practical exercises, student presentations.</p>
<p>Besonderes / Special Features</p>	<p>All materials (PPT, workbook, videos) are available online.</p>
<p>Literatur / Literature</p>	<ol style="list-style-type: none"> <li>1. DUARTE, Nancy: slide:ology. The Art and Science of Creating Great Presentations. O'Reilly: Beijing etc. 2008.</li> <li>2. DUARTE, Nancy: resonate. Present visual stories that transform audiences. John Wiley &amp; Sons: Hoboken (NJ) 2010.</li> <li>3. HEATH, Chip / HEATH, Dan: Made To Stick. Why Some Ideas Survive and Others Die. Random House: New York 2007.</li> <li>4. HERMANN-RUESS, Anita: ad hoc präsentieren. Kurz, knackig and prägnant argumentieren und überzeugen. BusinessVillage: Göttingen 2012.</li> <li>5. KARIA, Akash: How to Design TED Worthy Presentation Slides. 2015.</li> <li>6. PÖHM, Matthias: The PowerPoint Fallacy: Still Presenting or Already Fascinating? Kindle Edition 2011: Pöhm Seminarfactory: Switzerland.</li> </ol> <p>.....</p> <ol style="list-style-type: none"> <li>7. MOUNSEY, Chris: Essays and Dissertations. OUP: Oxford 2002.</li> <li>8. RICO, Gabriele L: Writing the Natural Way. Using Right-Brain Techniques to Release Your Expressive Powers. J. P. Tarcher, Inc.: Los Angeles 1983</li> <li>9. RUDD, David: Cite Me, I'm Yours: Harvard Style. Bolton Institute. Learning Support Services. Communication Skills Unit 1996.</li> <li>10. RUNKEHL, Jens / SIEVER, Torsten: Das Zitat im Internet. Ein Electronic Style Guide zum Publizieren, Bibliographieren und Zitieren. Hannover 2000.</li> <li>11. SPARKS FITZGERALD, Suzanne: Schaum's Quick Guide to Great Business Writing. How to write Letters, Papers, Memos, and Job Applications. McGraw-Hill: New York etc. 1995</li> <li>12. SWALES, John M. / FEAK, Christine B.: Academic Writing for Graduate Students. A Course for Nonnative Speakers of English. Ann Arbor 2001 (1994).</li> </ol>