

## Course Outline

Virtual Exchange Autumn Semester 2025

**Course Title: Business Communication**

**Number of ECTS-Credits: 3**

**Format of the course:**

- synchronous online course (FIX timeslots)
- asynchronous online course (NO fix timeslots)
- mix of synchronous and asynchronous online course
- synchronous hybrid course (students can choose online OR on campus in FIX timeslots)
- asynchronous hybrid course (students can choose online OR on campus in NON-fix timeslots)
- mix of synchronous and asynchronous hybrid course
- other, namely:

**Number of Students accepted**

- Total number of students is limited to
- Total number of students is unlimited
- Total number of virtual exchange students is limited to
- Total number of virtual exchange students is unlimited

**Responsible lecturer: Mark Moser**

**Link to lecturer's profile at FHNW:**

**<https://www.fhnw.ch/de/personen/mark-moser>**

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## 1. Course content

Communication can be your superpower which sets you apart in Business!

The Business Communication module equips students with essential interpersonal and collaborative communication skills for the global business environment. It equips students with the skills to successfully communicate in globalised, diverse, multicultural, and complex businesses and organisations. It emphasises the ability to devise persuasive messages for diverse audiences, both on and off-line, by bridging cultural differences and managing communication challenges. Participants learn to develop a strong understanding of feedback processes and how to resolve differences and communication in collaborative settings. The course emphasizes building and maintaining professional relationships through trust and rapport, with a focus on goal-oriented and stakeholder-centered communication strategies. Recognizing the international nature of modern business, students also develop competencies in communicating effectively across diverse linguistic and cultural boundaries in professional settings.

Topics:

- a) Communication models, e.g. Encoder/Decoder, Schulz von Thun, Grice, Rogers, Watzlawick
- b) Interpersonal Communication
  - Principles of active listening
  - Paraverbal and nonverbal aspects of communication
  - Face-Negotiation Theory
  - Assertiveness in communication
  - The dynamics of effective feedback
- c) Communicating in Culturally Diverse Settings
  - Cultural identities and values in business communication
  - Onsite and online meeting cultures
- d) Persuasive Oral and Written Presentations
  - Structures and formats of impactful presentations
  - Storytelling and visualization techniques in business contexts
  - Basics of negotiation (Harvard Negotiation Model)
  - Audio-visual formats in business communication
  - Business documentation in meetings, presentations, and formal communication settings
- e) Business Communication Channels and Etiquette

- Communication channels in business (letter, email, phone, video, chat, social media) and their norms of use

## 2. Learning objectives

*Students ...*

- Apply active listening strategies to improve interpersonal communication (K3)
- Use paraverbal and nonverbal communication techniques to build rapport (K3)
- Describe and apply assertiveness and feedback methods in business contexts (K2–K3)
- Reflect on intercultural communication using theoretical models such as Face-Negotiation Theory (K4)
- Lead and chair meetings onsite and online with cultural awareness and confidence (K6)
- Analyse how personal cultural values and identities influence communication in diverse business settings (K4)
- Select and apply appropriate business communication channels (e.g. email, phone, video conferencing, chat) according to context and audience (K3)
- Evaluate communication etiquette and norms across various business channels and justify their appropriate use (K6)
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### Methodological Competencies

*Students ...*

- Structure persuasive presentations using storytelling and visualisation techniques (K5)
- Select and apply suitable audiovisual communication tools for business presentations (K3)
- Document key messages from meetings, presentations, and business interactions in a clear and concise manner (K3)
- Evaluate the effectiveness of different presentation and communication strategies (K6)

### Self and Social Competencies

- Reflect on and improve one's personal communication style (K3)
- Adapt verbal and nonverbal communication behaviours to suit intercultural situations (K6)
- Demonstrate confidence when addressing small and large audiences in formal settings (K3)
- Critically assess feedback dynamics and collaboration in culturally diverse teams (K6)

## 3. Prior knowledge and entry requirements

- As this module requires participants to be able to discuss complex issues fluently, a good level of English is required min. B2/C1 (CEFR), IELTS 5.5, TOEFL iBT 46-59 or equivalent
- **There are no further formal entry requirements for this course.**

## 4. Course structure and dates

Spring Semester 2026. Wednesday, 7.30pm to 9.15pm  
Start Date: 18.02.2026  
End Date: 27.05.2026

Full details are in the semester program attached.

Compulsory assignments during the semester (2-3). These assignments are relevant for admission to the module examination.

## 5. Assessment

- Assessment with (online)presentation, report, groupwork, test etc. during semester
- Final written test on campus can be replaced for remote students with an additional assignment
- Final written test on campus can be replaced for remote students with oral testing

## 6. Literature

Nardon, L. (2017). Working in a Multicultural World. Chapters 4-5: p 41-94

Röhner, J., & Schütz, A. (2015). Psychology of Communication. Springer-Verlag. Chapter 2

## 7. Grading

- Pass-fail
- According to swiss grading system (see below)

Mark	6.0	5.5	5.0	4.5	4.0	below 4
In words	excellent	very good	good	satisfactory	pass	fail