

Communication Fundamentals

module description valid from 01/02/2026

General module information

module number	W.IBA_APPCM01.25
type of module	C-Core Module
module level	B-Basis level
ECTS credits	6
module category	learning module (LM)
workload	
contact hours, in hrs	45.50
supervised self-study, in hrs	134.50
unsupervised self-study, in hrs	0.00
delivery / execution	autumn semester
regularity of in-person classes	weekly
module coordinator(s)	Ann-Kathrin Seemann (ann-kathrin.seemann@hslu.ch)
teaching language	English

Record

record	This module provides students with essential academic and communication skills necessary for success in higher education and professional environments. Part I, Academic Foundations, equips students with inquiry-based thinking, effective research strategies, and academic writing techniques. Part II, Communication Fundamentals, prepares students to communicate effectively in professional contexts, mastering the principles of persuasion, stakeholder analysis, and professional presentations, including coherent structure, compelling visuals, and confident delivery.
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Placement in the course of studies

degree programme / use	Bachelor of Science in International Business Administration
minor / specialisation modules	W.IBA_APPCM02 W.IBA_MPPCM32 W.IBA_MPMP06

Module content

learning objectives	<p>Students are familiar with terminology and basic concepts of academic inquiry and professional communication.</p> <p>Students can critically assess academic and professional information and develop structured solutions.</p> <p>Students apply methods of academic research and communication to real-world scenarios.</p> <p>Students communicate precisely, purposefully, and appropriately for academic and professional audiences.</p> <p>Students can organize themselves independently, reflect on feedback, and further develop their skills.</p> <p>Students collaborate effectively within a team to achieve academic and professional goals.</p>
learning content and structure	<p>Part I – Academic Foundations:</p> <ol style="list-style-type: none"> 1. Introduction to academic inquiry and critical thinking. 2. Literature research and effective search strategies. 3. Navigating AI and digital research tools. 4. Academic writing skills: structuring arguments, developing research questions. 5. Evaluating and synthesizing knowledge. <p>Part II – Communication Fundamentals:</p> <ol style="list-style-type: none"> 1. Persuasive frameworks & stakeholder analysis 2. Business presentation foundations 3. Body language and voice 4. Storytelling and creating impact in professional communications 5. Negotiations 6. Having difficult conversations
teaching and learning methods	seminar, exercises, presentations, coaching, discussion, group work, individual work, group work, partner work
Learning objectives acc. the competency model	<p>Graduates use functionally appropriate communication.</p> <p>Graduates create content in a communicatively appropriate way.</p> <p>Graduates work reliably in a team.</p> <p>Graduates act respectfully and responsibly.</p> <p>Graduates learn independently and self-critically.</p>

Assessed assignment

grading scale	HSLU.Halbe Noten
examination/assessment 1	
art	written examination/assessment
form	individual examination
time	during the semester/block week
in group	No
weighting	50 %
electronic	no
comments	closed book
examination/assessment 2	

art	oral examination/assessment
form	presentation
time	during the semester/block week
in group	No
weighting	50 %
electronic	no

Comments

comments	The implementation modalities may be adjusted by announcing the framework conditions for the module examinations.
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