



course title	Soft Skills: Rhetoric
responsible instructor	Prof. Dr. Robert Richert
goals	Students are able to identify, explain and interpret the characteristics of the following topics and to reflect them: <ul style="list-style-type: none">- different argumentation patterns,- fallacies of logic, statistics, irrelevance, illusion, distraction,- core statements of communication theories and methods,- peculiarities of negotiation in Chinese and Indian culture
course contents	<ol style="list-style-type: none">1 Argumentation Patterns2 Logical Fallacies3 Statistical Fallacies4 Fallacies of Irrelevance5 Fallacies of Illusion6 Fallacies of Distraction7 Principles of Communication8 Communication Models9 Peculiarities of Negotiation in Chinese Culture10 Peculiarities of Negotiation in Indian Culture
teaching methods	<ul style="list-style-type: none">- seminar-like lectures,- exercises,- hermeneutic discourses,- maieutic discourses,- discussions,- self-study
prerequisites	There are no formal requirements.
suggested reading	Handouts will be uploaded at studip. Further Reading: Kahneman, D. (2011). Thinking, fast and slow. London: Allen Lane. Kahneman, D., Sibony, O. & Sunstein, C. R. (2021). Noise. A flaw in human judgement. New York: Little, Brown Spark. Taleb, N. N. (2007). The black swan. The impact of the highly improbable. New York: Random House. Thaler, R. H. & Sunstein, C. R. (2003). Libertarian Paternalism. In: American Economic Review, 93/2, S. 175-179. Thaler, R. H. & Sunstein, C. R. (2008). Nudge. Improving decisions about health, wealth, and happiness. New Haven, Connecticut: Yale University Press. Thaler, R. H. & Sunstein, C. R. (2021). Nudge. The final edition. New York: Penguin.
applicability	This course is related to all other modules of the same study programme, because it covers soft skills. This course is also applicable to other study business- and economics-related programmes offered at Schmalkalden University of Applied Sciences.
workload	total workload for Rhetoric as part of Soft Skills: 75 hours, of these: <ol style="list-style-type: none">1) synchronous studies: 30 (lectures to be attended)2) asynchronous studies: 45, of these:<ul style="list-style-type: none">- preparation for classes: 15- follow-up: 15- preparation for examination: 15

-	2,5 ECTS credit points, weighting: 2,5/180 (study programmes in Business and Economics, International Business and Economics) or respectively, 2,5/210 (study programmes in Economics, Business Administration, Business Psychology)
basis of student evaluation	written in-class examination (30 minutes)
time	3 rd semester
frequency	once per academic year
duration	1 semester
course type	compulsory course
remarks	Language of instruction is English.

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Name of Module	Soft Skills – Part Research Methodology
Responsible	Prof. Dr. Manfred Herbert
Qualifikation goals	Students learn fundamental scientific concepts, problems and methods as well as the ability to write scientific papers in a methodically and formally correct way.
Module content	<ul style="list-style-type: none"> 1 The Concept of Science 2 Objectives of Science 3 Definitions 4 Statements, Theories and Models 5 Arguments 6 Methodological Positions and Approaches 7 Ethics of Science: Quality Criteria for Scientific Works 8 Norms and Value Judgments in Science 9 Types of Scientific Literature 10 Finding and Structuring a Topic 11 Time Management 12 Literature Search and Literature Analysis 13 Structure 14 Formal Presentation 15 Linguistic Presentation 16 Citing Sources 17 List of References
Teaching methods	<ul style="list-style-type: none"> - Lectures and exercises - Discussions - Self-study
Necessary previous knowledge	None
Literature	<p>Booth, W.C. et al., The Craft of Research, 4th edition 2016</p> <p>Decker, C./Werner, R., Academic Research and Writing. A Concise Introduction, 2016</p> <p>Flick, U., Introducing Research Methodology: Thinking Your Way Through Your Research Project, 2020</p> <p>Vennix, J., Research methodology: An introduction to scientific thinking and practice, 2021</p>
Usability	This module is also suitable for other study programs at Schmalkalden University of Applied Sciences.
Student work load	<p>150 h total,</p> <ul style="list-style-type: none"> 1) Lectures: 60 2) Self-studies: 90
ECTS and weighting of the grade in the overall grade	2,5 ECTS; weighting: 2,5/180
Method of Examination	Written examination (30 minutes)
Semester	1st semester
Frequency	Every academic year
Duration	1 semester
Type of course	Obligatory module