

Swiss Leading House VPET-ECON

A Research Center on the Economics of Education, Firm Behavior, and Training Policies



University of
Zurich^{UZH}

Co-Director
Prof. Dr. Dr. h.c. Uschi Backes-Gellner

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UNIVERSITÄT
BERN

Co-Director
Prof. Dr. Stefan C. Wolter

Fall Term 2023

Leading House Ph.D. Course
“Corporate Communication – Theoretical Foundations, Case Studies,
Role Playing and Media Training”
- Syllabus -

INSTRUCTOR	Dr. Andrea Timmesfeld (Head of Public Affairs & Community Engagement, Generali Deutschland AG)
Workshop dates	August 21 – August 25, 2023
Location	University of Zurich, Room PLM 103/104
Preliminary Schedule	The lectures take place in the form of an intensive 5-day course. Monday, August 21: 13:30-18:00 Tuesday, August 22: 08:30-17:30 Wednesday, August 23: 08:30-17:30 Thursday, August 24: 08:30-17:30 Friday, August 25: 08:30-12:30
Module Number, ECTS	DOEC0657; 3 ECTS
Course Webpage	http://www.business.uzh.ch/professorships/emap/teaching.html

www.economics-of-education.ch

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A Research Program of the State Secretariat for Education, Research and Innovation

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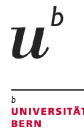
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Course Description

The purpose of this course is to familiarize participants with public communication and the diversity of communication channels and formats. Besides theoretical foundations and its applications, participants discuss case studies (best & worst cases) and do practical exercises for situations requiring public communication.

The objectives of the course are:

- Learn and apply theoretical foundations of corporate and employee communication
- Learn professional communication competences for standard and critical situations (employee address, employee letter, conversation with the press, etc.)

Participants learn

- 1) to assess communication situations correctly and to evaluate their respective communication outcome
- 2) to improve their own communication skills by the means of role-playing and practical exercises for typical communication situations of example organizations

Literature

Basic Reading:

- Watzlawick, Paul; Beavin Janet H.; Jackson, Don D.: Menschliche Kommunikation – Formen, Störungen, Paradoxien. Huber, Bern 2011.

Further Readings and Helpful Web Sources:

- Piwinger, Manfred; Zerfaß, Ansgar (Hrsg.): Handbuch Unternehmenskommunikation. Gabler, Wiesbaden 2007.
- Scheider, Wolf: Deutsch für Profis. Goldmann, München 2001
- Schulz von Thun, Friedemann: Miteinander reden 1-3. Rowohlt, Reinbeck 1981, 1998, 2011.
- Puttenat, Daniela: Praxishandbuch Presse- und Öffentlichkeitsarbeit: Der kleine PR-Coach. Gabler, Wiesbaden 2007.
- Förster, Hans-Peter: Texten wie ein Profi. FAZ-Institut, Frankfurt 2007.
- Schmid-Egger, Christian: Medientraining. UVK 2013.
- Kirchner, Alexander; Brichta Raimund: Medientraining für Manager. Gabler, Wiesbaden 2002.
- http://www.studium.ifp.uni-mainz.de/files/2013/11/wissenschaftliches_schreiben.pdf

Target Audience and Preconditions for Participation

- The course is particularly designed for doctoral students in economics of education. Doctoral students in economics or business economics with a strong interest in 'personnel and labor economics for education economists' are welcome as well. Selected Master students with a minor in «Managing Education» can also be admitted in case seminar-capacity is not filled with doctoral students (all interested students must apply before the respective application deadlines).
- Passive command of German and English language is required

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Credit Requirements and Grading

Full course attendance is required to receive ECTS-Points. Students are expected to come prepared to the course; it will facilitate discussions and improve overall learning.

1. Class participation
2. Written communication texts and oral presentations.

Application

The number of participants is limited. Course application at the chair until **July 17, 2023**, is mandatory.

- Doctoral students send their application including a one-page CV to chiara.zisler@business.uzh.ch.
- Master students with a minor in «Managing Education» send their application including recent grade transcripts, a motivation letter and a one-page CV chiara.zisler@business.uzh.ch.
- All UZH-students admitted to the seminar must also officially register in the registration tool of UZH within the regular deadlines.

WWF Course Policies

According to WWF study regulations, all exam dates are final as published in the VVZ and syllabus. This means that the final exam date is not negotiable. It will not be possible to take any exams on different dates.

Academic dishonesty in any form will not be tolerated. Anyone caught cheating or engaging in unethical behavior will be reported to the Dean's office according to the guidelines on academic dishonesty set forth by the University of Zurich.

The information in this syllabus supports the official information in the electronic university registration tool (VVZ – Vorlesungsverzeichnis). In cases of doubt, the official information at the VVZ is decisive.

For UZH students: Don't forget to officially register using the registration tool of the University of Zurich.

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