Course of studies: *Sustainable tourism management*

Module	*Communication/Moderation*		
Acronym	**Semester**		**Type**
KoMod	2. semester/ once a year in summer semester		Compulsory elective module
EMMA Code	**Module coordinator:**		**Lecturers:**
	Prof. Dr. Hartmut Rein		(guest lecturer) Karin Bücklein/Nicole Häusler
Sub-modules	**Examination prerequisite(s):**	**Examination form(s):**	**Weekly hours per semester:**	**ECTS:**
non	non	Oral Presentation (100 %)	2	2

Workload (h):	**Teaching form(s):**	**Language**
Presence education: 30 Self-study: 30	Seminar (6 hours) Tutorials (24 hours)	German
Course prerequisites:	**Recommended connections:**	**Usability in other curricula:**

Content:

In professional life, HNEE graduates are often responsible for the conception, planning, organisation and goal-oriented moderation of events with different stakeholders. In this seminar, participants will work out how to win over different interest groups and bring them together for results-oriented cooperation. You will deal with the complexity of this requirement. You will get to know the basics of leading a conversation, the presentation and the effects of your own person, the regularities of group processes as well as the importance of this for the overall context.

At the end of the course, you will design an event and present it in working groups as an examination work.

Objective:

Successful design of moderation processes.

Content:

- Basics of communication [iceberg model, axioms, sender-receiver model, 4 aspects of a message]

- Self-presentation & impression [incl. feedback]

- Controlling group processes [group phase model].

- Designing Moderation Settings [Moderation Cycle]

Methods:

Lecture: PPT presentation, flipchart & pinboard presentation, handouts

Exercise: Communication & interaction exercises, role plays, moderation techniques

Goals:			**percentage**	**indexing. DQR**
Professional skills	knowledge	The students have learned to apply the acquired theoretical knowledge in practice. They are able to grasp and name the dimensions and regularities within the framework of a moderation process and their significance for the management of group processes.	20	7
	skills	The students are able to plan and methodically implement moderated events based on the situation and requirements using the criteria they have learned. They assume responsibility for dealing self-critically with their own role as moderator and systematically identifying and implementing the need for optimisation. They have reflected on their own attitude as moderator.	30	7

Personnel competences	Social competence	The students are able to fit into an existing work team or to organise themselves in a working group. They have enhanced their communication and interaction skills through the use of specific question techniques and active listening. They have expanded their abilities to criticise, they can give and accept qualified feedback.	25	7
	autonomous working	Students plan and present a moderated event independently and on their own responsibility. They organise themselves independently in working groups. They are supervised by a lecturer from the university.	25	7

Literature:

Friedemann Schulz von Thun: Miteinander reden. - 1. Störungen und Klärungen. - 50. Aufl. - 2013. - 315 S. (Rororo; 17489: rororo-Sachbuch) ISBN 978-3-499-17489-6

Langmaack, Barbara; Braune-Krickau, Michael: Wie die Gruppe laufen lernt: Anregungen zum Planen und Leiten von Gruppen; ein praktisches Lehrbuch - 8., vollständig überarbeitete Aufl. - Weinheim: Beltz, Psychologie-Verl.-Union, 2010. 234 S. ISBN 978-3-621-27679-5

Ulrich Dauscher: Moderationsmethode und Zukunftswerkstatt. ZIEL Verlag (Augsburg) 2006. 3., überarbeitete und erweiterte Auflage. 254 S. ISBN 978-3-937210-52-0.

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