

UNIVERSITÀ
DEGLI STUDI
DI UDINE



Westsächsische Hochschule Zwickau
University of Applied Sciences
HOCHSCHULE FÜR MOBILITÄT | UNIVERSITY FOR MOBILITY



Juraj Dobrila University of Pula



University of Maribor
Faculty of Tourism

KA220-HED-000032006

**ACTIVE AND INCLUSIVE TEACHING OF LITERACY AND COMMUNICATION
SKILLS FOR ENHANCED EMPLOYMENT AND SUSTAINABLE ECONOMIC
GROWTH (IN-COMM GUIDE)**

ACTIVE AND INCLUSIVE COMMUNICATION: ON THE CASE OF NON-VERBAL COMMUNICATION, TRAVEL WRITING AND MOVEMENT – (IN-COMM GUIDE)

COMMUNICATION SKILLS CURRICULUM

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BACHELOR MODULE CURRICULUM



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COURSE SYLLABUS

Course title:

BACHELOR MODULE

**ACTIVE AND INCLUSIVE COMMUNICATION FOR ENHANCED
EMPLOYMENT AND SUSTAINABLE ECONOMIC GROWTH**

Study programme and cycle	Study option	Year of study	Semester

Course type (compulsory or elective)

ELECTIVE

University course code:

Lectures	Seminar	Tutorial			Clinical training	Other forms of study	Individual work	ECTS
		AV	LV	RV				
0	60	0	0	0	0	0	120	6

Course coordinator:

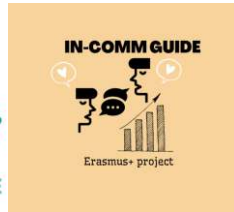
Languages:
ENGLISH

Lectures: English

Tutorial: English

Prerequisites for enrolling in the course or for performing study obligations:

Basic English (A2)



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Content (syllabus outline):

- Communication and rhetoric skills
- Intercultural communication
- Nonverbal communication
- Travel writing and literacy skills
- Reading literature
- Movement, well-being and health
- Diversity and inclusion
- Local and global identity
- Green and sustainable lifestyle
- Career, professional development and lifelong learning
- Sustainable economic growth
- Digital tools and skills
- Active citizenship

Recommended reading materials:

Lecturers are advised to choose various literature on the content topics and depending on the target students.

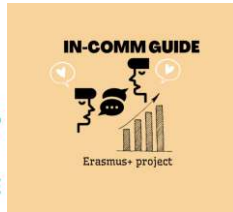
Objectives and competences:

Module has the following objectives:

- to enhance literacy and communication skills through an innovative combination of travel writing, movement, non-verbal communication and intercultural communication;
- to enhance writing and reading skills as the core of successful education and business;
- to enhance social and intercultural skills;
- to enhance digital skills for applied knowledge;
- to raise awareness about non-verbal communication;
- to raise awareness about sign languages and Deaf communities;
- to show and apply motor knowledge (movements) which affect the development of motor and functional abilities in order to maintain well-being;
- to familiarize with the characteristics of authentic professional texts and the importance of communication and language for various professions;
- to work on concrete examples of good practice in language usage for professional purposes;
- to sensitize to topics related to inclusion / multiculturalism.

Competencies gained by students:

- communication skills and strategic alignment in the field of communication;



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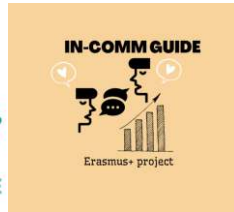
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- Ability to identify and write a short text about a travel experience according to the students' level of CEFR English knowledge;
- Ability to communicate with people of different professions and socio-cultural, cognitive backgrounds;
- Ability to adapt to their oral and written production in order to enhance communication with people of different backgrounds;
- Ability to establish communication with the Deaf and people of different backgrounds;
- Ability to behave in an inclusive way with the Deaf, as well as people of different backgrounds;
- Ability to use some basics of their local sign language in order to establish communication with Deaf people;
- Identification of different forms of movement in non-verbal communication;
- Identification of points where movement and non-verbal communication meet;
- Guided applicative usage of the basics of language for professional purposes;
- Guided applicative usage of digital language tools;
- Guided applicative use of professional terminology.

Intended learning outcomes:

- **Knowledge and understanding:** students' foreseen results are reflected in understanding the importance of communication skills in professional and in personal life; understanding the role of media in various professions; get acquainted with and understand the interdisciplinary approaches, methodology; gain insight into the concepts and importance of professional communication, vocabulary and terminology; acquire basic theoretical and practical skills in the field of language for professional and personal life, acquire basic terminology in the field, written discourse and composition of written and spoken texts; describe the correlation between movement and successful communication and recollection in the field of language for various professions;
- **Applying knowledge and understanding:** Students will use basic theoretical and practical skills from the areas of speech culture and body language that are necessary for a successful communication in professional and personal life; they will develop basic abilities that will allow them to understand situations involving intercultural communication, both in professional and in everyday life; they will apply the acquired theoretical knowledge of kinesiological activities in professional and in personal life to maintain and improve health and sustainable lifestyle; students will be able to find new knowledge about the Deaf community and their languages;
- **Making judgments:** Students will be able to collect and work with relevant data in order to address issues in the relevant fields, such as professional communication; they will be able to critically evaluate and justify responsible choices; students can identify situations in which the use of sign language and/or expanded NVC can help establish communication with Deaf people and people of different backgrounds



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- **Communication skills:** The students will be able to share notions and ideas and illustrate issues in professional communication; students will be able to use the manual alphabet used by the local Deaf community;
- **Learning skills:** The students will develop familiarity with reference tools that will allow them to continue to address topics within the studied disciplines; they will acquire the necessary skills, understand theoretical foundations, their transfer into practice; familiarize, get acquainted with and actively use IT tools in professional communication.

Learning and teaching methods:

This course uses a range of teaching methods including:

- Individual study
- Group discussions
- Pair work
- Field work activities
- Project work

Assessment methods:

Share (in %)

Method:

- Class participation
- Public presentation (in front of the group)
- Final project review
- (digital) portfolio

Course coordinator's references:

References are dependent on the selection of supervisor.