

German-Ukrainian Summer School: Leadership communication in business

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
		Elective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	22-26.06.2026 (offline), 2-3 online meetings in May-June 2026	Summer Semester	Approx. 10 from study programme DTM, approx. 20 in total <i>There is neither a claim to actual realization of the module nor to participation</i>
Module Convenor			Professor / Lecturer	
Prof. Dr. Julia Heigl			Senior Lecturer, PhD Vadym Livshyts	
Prerequisites*				
Formal application to Module Convenor; details available from Module Convenor. * Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.				
Usability		Teaching Methods		Workload
This module is part of the module group Basic Electives in the Digital Technology and Management Bachelor's program. Compatibility with other programs of the university has to checked individually.		Blended format On line Off line in class room Learning + practicing		Contact time: 60h Self-study: 90h Total workload: 150h

Learning Outcomes		
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After successful completion of the module, students will acquire the following key professional, methodological and personal skills and competencies:		
<ul style="list-style-type: none"> • Present innovative product ideas in a clear and persuasive way when communicating with investors, managers, or partners. • Translate complex technical solutions into business value propositions that are understandable for non-technical stakeholders. • Structure and lead effective product development meetings in cross-functional teams. • Communicate project goals, KPIs, and performance expectations to technical and marketing team members in a motivating and transparent way. • Prepare and deliver convincing business presentations for corporate clients or senior management. • Conduct negotiations with B2B corporate customers, including discussing pricing, scope of work, and value creation. • Handle difficult communication situations, such as project delays, risks, or disagreements within teams. • Respond confidently to critical questions from stakeholders, investors, or executives. • Apply structured communication frameworks to real business situations in technology and innovation environments 		
Course Content		
<ul style="list-style-type: none"> • Pitching a Startup Idea to potential investors • Communicating KPIs and Performance Expectations to your team members • Communicating Project Plan with technical risks and possible project delays to stakeholders • Communication with vendors - to purchase effectively • Defending a Product Strategy in Front of Senior Leadership • Leading communication within new product development team • Negotiation of comm offer with corporate account. Q&A effective resolutions • Working out of value proposition for corporate client (B2B) • Teams' project presentations competition 		
Literature		
Barrett, D. J. (2014). Leadership communication (4th ed.). New York, NY: McGraw-Hill Education Guffey, M. E., & Loewy, D. (2022). Essentials of business communication (12th ed.). Boston, MA: Cengage Learning. Kotter, J. P. (2012). Leading change. Boston, MA: Harvard Business Review Press. Rackham, N. (1988). SPIN selling. New York, NY: McGraw-Hill. Kawasaki, G. (2015). The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything. New York		
Internationality (content-related)		
Multicultural participants (from Ukrainian-partner Universities and OTH AW), internationally relevant topics.		
Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)		
Form of Examination*¹⁾	Type/Scope incl. Weighting *²⁾	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Project work (team task, 60 %) and additional tasks to acquire 5 ECTS; details available from organizers	The entire learning contents and competence profiles are assessed by way of the aforementioned examination form.

*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.