

**COURSE DATA****Data Subject**

<b>Code</b>	35025
<b>Name</b>	Business german I
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2019 - 2020

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1314 - Degree in International Business	Faculty of Economics	1	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1314 - Degree in International Business	36 - Modern language for business II (German)	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
LABARTA POSTIGO, MARIA	155 - English and German

**SUMMARY**

Introduction to *GERMAN FOR BUSINESS I* is a compulsory subject, taught in the second semester of the first year of the Degree in International Business. This subject is linked to the area of German Philology and to the module Foreign Languages (for specific purposes). It is also related to other foreign language courses such as English for Business and French for Business. In the second year of the Degree, there will be a second level which is a continuation of this course: *GERMAN FOR BUSINESS II*.

Professional interest of this course: Communication in a foreign language is vital for professionals in the world of business. German is, after English, one of the most spoken second languages of Europe. It has the biggest number of native speakers in Europe, with nearly 100 million people, who have German as their mother language. Even in the Valencian Community it is one of the most spoken foreign languages, second only to English.



*GERMAN FOR BUSINESS* is therefore essential to communicate both orally and by letter with business partners from German-speaking countries. Hence, we recommend that students go abroad and spend one semester in a German speaking country.

The main contents of the course are as follows:

- Introduction to a second language (German) for business
- Basic specialized vocabulary (lexis) for the field of business
- Basic interaction and communication in second language for business
- Reading comprehension of different types of business discourses
- Writing different types of texts in the field of business

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

No prior knowledge of German is required to take this course.

Those who choose this course in GERMAN FOR BUSINESS I will be required to enrol in GERMAN FOR BUSINESS II.

## OUTCOMES

## LEARNING OUTCOMES

Upon completion of the course, students will be able to:

- communicate orally at a basic level in academic contexts related to the field of business and economy in an international environment;
- write at a basic level in academic contexts related to the field of business and economics in an international environment;
- manage interpersonal communication skills in German;
- acquire knowledge and to use specialized vocabulary to basic level;
- recognize the peculiarities of speech communication appropriate for various situations specific to the field of business;
- acquire knowledge of the diverse cultures of the countries where German is spoken;
- identify trends in the business environment and have an attitude attentive to changes that can happen in it as potential sources of opportunities and threats;
- develop entrepreneurial capabilities;
- develop an ethical attitude in business, respectful of people's rights and the environment.



## DESCRIPTION OF CONTENTS

### 1. Thematic content

Topic 1 (1st and 2nd week ): Erste Kontakte im Alltag und im Beruf. Fragen und Antworten zur Person: Name, Herkunft, Beruf, Befinden (per du / per Sie).

Topic 2 (3 th and 4th week): Persönliche Dokumente: Ausweis, Visitenkarte, Telefonnummer, Adresse. Termine vereinbaren. Wochentage, Tageszeiten, formelle Uhrzeit.

Topic 3 (5th and 6th week): Terminplanung, Tagesordnung, Unterricht, Studienplan. Zeitangaben, Zahlen.

Topic 4 (7th and 8th week): Essen und Trinken: Frühstück, Mittagessen und Abendessen in deutschsprachigen Ländern. Bestellen und Bestellungen aufnehmen. Vorlieben ausdrücken. Bewerten (gern / nicht so gern).

Topic 5 (9th and 10th week): Verkehrsmittel im städtischen Nahverkehr. Verfügbare Verkehrsmittel nach Eigenschaften. Dienstreise. Vorzüge und Nachteile von Auto, Flug, Flugzeug. Preise und Uhrzeiten. Elektronische Geräte in Betrieb nehmen.

Topic 6 (11 th and 12th week): Lebensmittel und Artikel geplant einkaufen: Art, Verpackung, Gewicht, Einkaufshäufigkeit. Fachsprachliche Dialoge mit Kunden: Telefonisch bestellen. Lieferkonditionen besprechen.

Topic 7 (13 th and 14th week): Orientierung in der Stadt. Orts- und Richtungsangaben. Ordnungszahlen. Wegbeschreibungen.

### 2. Grammar

The position of the verb: Aussage.

W-Frage (Wie / Was / Woher / Wohin / Wer, Wo, Wie lange, Wann) y Ja/Nein-Frage.

Articles die, der, das.

Personal pronouns.

The forms welcher, welches, welche.

The numbers 1 to 1.000.000.

The regular verbs in present form.

Irregular verbs: haben and sein.

Nominativ: the definite articles (der, das, die), the indefinite articles (ein, ein, eine) and the negative articles (kein, keine). Form and use.

Akkusativ-Ergänzung: the definite articles (den, das, die), the indefinite articles (einen, ein, eine) and the negative articles (keinen, kein, keine). Form and use.

The forms möchte and Verb + gern).

The Prepositions: in, aus, von, bei, für, gegen, zwischen.

Expresions of frequency: einmal, zweimalwöchentlich, täglich

Ordinal numbers: 1 to 19

The plural forms.

The infinitive forms to give instructions.

Die Modalverben: möchten, wollen, können

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Laboratory practices	30,00	100
Theory classes	15,00	100
Classroom practices	15,00	100
Development of group work	4,00	0
Development of individual work	15,00	0
Study and independent work	21,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	15,00	0
Preparation of practical classes and problem	15,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

We will use a hybrid model that combines the instructional model and interactive exhibition / communication. The lectures will serve to introduce and organize new content. In the interactive/communicative teaching model the teacher will provide orientation and uses methods of learning through dialogue, discussion and resolution of problems within a climate of peer interaction. The student will learn share insights and ideas about objective reality and the reconstruction of collective knowledge.

Lab classes will be used for different types of interactive and participatory work (teacher - student, students in pairs, students in small groups) that complement the lecture model. Through these activities (which use both inductive and deductive procedures) we seeks to involve the student in a variety of activities relating to the topic under study, in order to influence especially the application of knowledge and problem solving, analytical, logical and critical thinking. In class, we will use one of the manuals mentioned in the literature (or the one indicated at the start of each course by the lecturer) and additional material that the teacher will make available to students during the course. Using the training procedures outlined above, we is intend to develop and encourage the use of strategies, both cognitive (organize, infer, deduce, transfer, develop, connect, systematize, form hypotheses) and socio-emotional (group problem solving, information sharing) and metacognitive (self-learning process). Is in this way, we intend to introduce ways for the students the ability to achieve its their objectives in a more individual, independent and safe fashion. **Tutorials** Part of the contact hours will involve mentoring. The office hours will be used to answer questions, provide tasks and to support students in all aspects of the subject.

Students must attend tutorial hours regularly to have their questions answered and so that their lecturers can keep track of each individual's progress in the subject, and to correct errors in individual essay writing and other activities. **Private study time** Special relevance will be given to study outside the classroom. While contact with the teacher in the classroom is considered absolutely necessary, personal study on the part of each student outside the classroom is also essential as it allows the student to reinforce knowledge that has been acquired. The virtual classroom is an essential tool in the subject. It will provide a broad range of tasks and supplementary materials through online classes in order to practice all theoretical and practical aspects of the subject by means of self-correcting (activities Non-contact). It shall also be a means of communication through which students can communicate with the





teacher and ask her/him to arrange a tutorial by appointment through the virtual classroom or e-mail. We suggest the student go to classes regularly and follow the course every week, delivering all the tasks asked for in class or through the virtual classroom (these activities will have a deadline time after which they will not be corrected. These activities are scored with a delivery date within the section of continuous assessment.

## EVALUATION

The course assessment has following components:

- 1 .- A final exam that will evaluate the different skills: reading, writing, speaking and listening. This test accounts for 70% of the final grade.
- 2 .- Continuous assessment of the student based on his/her participation and involvement in the teaching-learning process (attendance and class participation, exercises and tasks that are given in the classroom or virtual classroom, attending tutorials, ...). This will account for 20% of the final grade. This part of the continuous evaluation implies presentiality and, therefore, can not be recovered.
- 3 .- The evaluation of two practical activities carried out by the student during the course, from the preparation of tasks and/or oral presentations. This will account for 10% of the final grade.

Attendance and class participation will be valued in the section on continuous assessment. Students who do not regularly come to classes may not be awarded a grade for ongoing evaluation and, therefore, will not BE awarded with a higher score. That is, could obtain only 80% of the grade (70% and 10% examination tasks and/or oral presentations).

The tasks, exercises and reports will not be accepted once a deadline has passed.

The final mark is an average of all the parts of the assessment. If a student does not get an average of five, the student tests, reports or papers that have been passed will be kept until the September exam and the student will only have to re-take the parts of the examination he/she has failed.

The student's final mark is obtained by adding the continuous assessment mark and the final examination mark (as long as this final examination is passed). If final examination is failed, the final mark will never exceed 4.5 (out of 10)

Cheating in an exam or plagiarizing the written work of others is considered a very serious offence and will not be tolerated in this course. If a student is suspected of or caught cheating on any test or assignment, he/she will receive a direct grade of zero points on that test or assignment. It is very important for students to avoid putting themselves in the position of even being suspected of cheating (e.g. looking at another student's exam or copying homework) or plagiarism (i.e. using another person's words or text from a book or website as the student's own written words), as very serious consequences may result.



## REFERENCES

### Basic

- Manual:  
DaF im Unternehmen. Kurs und Übungsbuch mit Audios und Filmen online A1.  
Ernst Klett Sprachen. Stuttgart 2015.

### Additional

- Langenscheidts Handwörterbuch Deutsch-Spanisch, Spanisch-Deutsch. Berlin: Langenscheidt.
- Reimann, Monika (1996): Grundstufen-Grammatik für DaF. Gramática esencial del alemán. Hueber.

## ADDENDUM COVID-19

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

### 1. CONTENIDOS.

The content remains as scheduled.

Es mantenen els continguts previstos.

Se mantienen los contenidos previstos.

### 2. VOLUMEN DE TRABAJO Y PLANIFICACIÓN TEMPORAL DE LA DOCENCIA

The work program and sessions are maintained on scheduled days and times.

Es manté el volum de treball i les sessions en els dies i hores programades.

Se mantiene el volumen de trabajo y las sesiones en los días y horas programadas.

### 3. METODOLOGÍA DOCENTE

On March 23, 2020, there was a shift from face-to-face teaching to online teaching.

The tools of the Virtual Classroom are used for communication with students, assignments, delivery and correction of tasks and exercises.

The main platform used for online classes is Blackboard Collaborator.



The tutorials (office hours) take place via email, with the option to make an appointment by Blackboard Collaborator, Skype or another platform.

A partir del dia 23 de març de 2020 es passa de la classe presencial a la docència online.

S'utilitzen les eines de l'Aula Virtual per a la comunicació amb els alumnes, lliurament i correcció de tasques i exercicis.

Per a la classe online s'utilitza la plataforma Blackboard Collaborator.

Les tutories tenen lloc a través d'email, amb l'opció de concertar cita per Skype o Blackboard Collaborator (o una altra plataforma).

A partir del día 23 de marzo de 2020 se pasa de la clase presencial a la docencia online.

Se utilizan las herramientas del Aula Virtual para la comunicación con los alumnos, entrega y corrección de tareas y ejercicios.

Para la clase online se utiliza la plataforma Blackboard Collaborator.

Las tutorías tienen lugar a través de email, con la opción de concertar cita por Skype o Blackboard Collaborator (u otra plataforma).

#### **4. EVALUACIÓN**

The final grade will be the sum of the continuous assesment evaluation (70%) and the final exam (30%).

Continuously evaluable activities are class attendance and participation in class and office hours, delivery of individual tasks, weekly exercises and virtual class assignments.

The final exam will be online. It will be done with the telematic tools available from the virtual classroom (or similar tools). It may be in the form of an oral exam (or/and questionnaire).

La nota final serà la suma de l'avaluació contínua (70%) i de l'examen final (30%).

Les activitats avaluables de manera contínua són l'assistència i participació en classe i en les tutories, els exercicis setmanals i el lliurament de tasques individuals a través de l'aula virtual.

L'examen final serà online i es realitzarà amb les eines telemàtiques disponibles de l'aula virtual (o eines similars). Podrà ser en forma d'examen oral i/o qüestionari).

La nota final será la suma de la evaluación continua (70%) y del examen final (30%).

Las actividades evaluables de manera continua son la asistencia y participación en clase y en las tutorías, los ejercicios semanales y la entrega de tareas individuales a través del aula virtual.



El examen final será online y se realizará con las herramientas telemáticas disponibles del aula virtual (o herramientas similares). Podrá ser en forma de examen oral y/o cuestionario).

## **5. BIBLIOGRAFIA**

Se mantiene la bibliografía de la guía.