

**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>	2021 - 2022

**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

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of **online teaching**, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Zoom or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, **which remain the same days and times**.

In the case of **blended teaching**, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

## EVALUATION

The final grade will be the sum of the continuous assessment evaluation and the final exam.

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

During the course, considering the social and health conditions and the restrictions established by the competent authorities, more detailed information will be given on the tasks to be carried out and on the percentages of the evaluation.



## REFERENCES

### Basic

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

### 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. Contents

The content remains as scheduled.

### 2. Workload and teaching schedule

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

### 3. Methodology

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of **online teaching**, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, **which remain the same days and times**.

In the case of **blended teaching**, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

The tutorials will take place virtually with BlackBoard Collaborate, Teams or Zoom. To make an appointment and obtain the link to the tutoring, write to maria.labarta@uv.es.



#### **4. Assessment**

The final grade will be the sum of the continuous assessment evaluation and the final exam.

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

During the course, considering the social and health conditions and the restrictions established by the competent authorities, more detailed information will be given on the tasks to be carried out and on the percentages of the evaluation.

#### **5. Bibliography**

The bibliography remains the same.

#### **Evaluation and qualification regulations**

The regulations can be consulted at the following link:

[https://www.uv.es/graus/normatives/2017\\_2018\\_Reglament\\_qualificacio.pdf](https://www.uv.es/graus/normatives/2017_2018_Reglament_qualificacio.pdf)