



4BC3 GR 355/356
4th COMMERCE WITH GERMAN (2011-2012)

Course Coordinator: **Doris Devilly, B.A., M.A., PGDip. HEd**
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Lecturers: **Doris Devilly**
 Advanced Language & Grammar III
 Reading strategies, text analysis, text summaries/translation
 Business, academic & online writing / research presentations
 Social & Economic German Studies II & German Economic
 History

Vincent O’Connell
Vincent.oconnell@nuigalway.ie
 Business Communication
 Application portfolio & interviewing skills

Consultation: (D. Devilly) Tuesdays, 1-3 and Thursdays, 2-3 in AM 318

Academic Calendar:

Semester I	2011/2012
Teaching begins	Monday, 5 th September, 2011
Teaching ends	Friday, 25 th November, 2011
Study week	Monday, 28 th November 2011
Examinations begin	Monday, 5 th December, 2011
Examinations end	Friday, 16 th December, 2011
Semester II	
Teaching begins	Monday, 9 th January, 2012
Teaching ends	Friday, 30 th March, 2012
<i>Easter break and Study Week</i>	<i>Saturday, 31st March – Friday, 20th April, 2012</i>
Examinations begin	Monday, 23 rd April, 2012
Examinations end	Friday, 18 th May, 2012
Repeat Examinations	August, 2012

Course Outline:

6 contact hours per week (Semester 1 & 2) are made up of:

- *Advanced Language & Grammar III / translation*
- *Text analysis & reading strategies / summarisation of texts*
- *Business & professional communication / business / research presentations*
- *Creativity & Business Studies: research & creative writing (including web-based writing)*
- *German Economic History* (semester 1)
- *German Business Studies in a Global Context* (semester 2)

Course Aims and Objectives:

Students will follow a course, which is designed to

- consolidate and further expand their linguistic skills and cultural & business knowledge acquired during the year abroad
- actively prepare them with the necessary linguistic, generic and transferable skills to work in an international work environment
- expand on special purpose vocabulary and place particular emphasis on the register and communication skills appropriate to Commerce/German graduates
- continue into researching current economic & business developments in the German-speaking world
- extend their knowledge of business negotiations and intercultural business communication
- enable them to produce an academic research project (extended essay) in German
- facilitate them with the knowledge to use Web 2.0 tools confidently for professional, academic and creative purposes
- enhance creativity and personal self-development
- aid them in their further career development
- prepare them for postgraduate studies in Commerce/German
- continue the use of continuous assessment and regular feedback in order to encourage and motivate students to actively participate and engaged with their chosen language

Learning Outcomes:

After the end of the academic year final year students should be able to

- understand complex language/grammar structures and comfortably apply them in the written and spoken context
- analyse, reflect and discuss a variety of broad business subjects and contemporary issues relating to Germany and the German-speaking world
- display a thorough understanding of current business issues in a German and European context
- feel comfortable to use specialised vocabulary in a wide variety of business situations
- have researched, submitted and defended a 4000 word extended essay in German on an approved topic in the area of culture, social affairs, history, politics, economics, current affairs or literature
- give professional business presentations, understand the concept of negotiations and comfortably argue and back up their opinion
- setup, design, post to and collaborate on a student wiki/language learning repository as well as set up a professional profile on *LinkedIn* (Germany)
- peer review presentations, wiki entries and project work
- apply their acquired language skills in any chosen profession or postgraduate studies

Textbooks:

Aspekte 3 (C1) Mittelstufe	Lehrbuch	Langenscheidt	All year
Aspekte 3 (C1) Mittelstufe	Arbeitsbuch	Langenscheidt	All year
A practice grammar of German	Grammar book	Hueber	All year
Entdecken und verstehen 9/10	Social & economic history book	Cornelsen	All year
PONS business dictionary (German) <i>and/or</i> an electronic German/English dictionary	Newest edition	Pons	All year

Classroom materials:

- Materials and texts for Business German
(*handouts from course lecturers*)
- Materials and lecture notes for German Business Studies/German Economic History (*handouts from course lecturer*)
- Authentic reading texts and translation tools from web-based resources:
www.welt.de
www.sueddeutsche.de
www.ftd.de
www.spiegel.de
www.focus.de
www.stern.de
www.handelsblatt.de
www.wiwo.de
www.dwelle.de
www.bundesregierung.de
www.deutschland.de
www.magazin-deutschland.de
<http://www.dhm.de/lemo/home.html>
www.leo.org
<http://german-irish.ie>
www.handelsblatt.de
www.boersen-zeitung.com
www.ftd.de
www.tagesschau.de
www.zdf.de
www.germany-live.de

All course handouts, PowerPoint presentations, audio and audio-visual materials as well as useful websites, wikis, blogs and podcasts are available on Blackboard <http://blackboard.nuigalway.ie> - course module GR355/356

Course description:

- **Advanced Language & Grammar III:**
In final year, students will continue with Advance Language & Grammar III (level C1)
- **Reading skills:**
This module deepens students understanding of different types of general, business, specialised and online texts and the application of various reading strategies.
These techniques are necessary for students to engage actively in the academic research of their extended essay as well as collaborating on the students' wiki.
- **Writing skills:**
In final year, students engage in the writing of advanced academic and business texts. Students also continue with descriptive and argumentative essay writing on specific social, historical, cultural and economic topics.
A workshop on academic writing (sources, referencing, styles of writing, bibliography etc.) facilitates students in their task to write an academic research essay.
In semesters 1 & 2, a module on creative web-based writing (setting up, designing and managing a group wiki/language learning repository) will introduce and familiarise students to collaborative writing and peer reviewing using Web 2.0 tools.
- **Advanced conversation (Sprachpraxis):**
This class engages students actively in authentic and applied business communications and simulated role-play situations.

In semester I, a module on *Professional communication skills in day-to-day business situations* will include topics like telephone skills, customer service and complaints, negotiations & presentations, product marketing, communication in an international work environment etc.

In semester II, a module on *How to market yourself successfully in an international business environment* (application portfolio, interviewing techniques and skills, telephone interviews, self-analysis & psychological profile etc.) will familiarise students with the jobs' application process in the German-speaking world as well as focusing on international companies in Ireland/Great Britain which employ Commerce/German graduates.
- **Presentations:**
In final year, students apply advanced academic and business presentation skills.

In semester I, each student presents a chapter of his/her extended essay in German. This is followed by a group discussion whereby students analyse, argue and defend their proposed research topic (mock viva voce).

In semester II, each student presents on a topic chosen from the *Business Studies in a Global Context* module
- **Multimedia Laboratory:**
Continuation of work with Internet and Web 2.0 tools, researching Internet projects and academic matters as well as the use of autonomous grammar and language exercises.

- **German Economic History (20th & 21st century)**

This semester 1 module includes the following topics:

- *From boom to bust: The Weimar Republic 1918/19-1933*
- *Germany and the NS-Regime: Germany's economy 1933-1945*
- *Divided Germany: West Germany's economy - 1949-1989*
- *Divided Germany: East Germany's economy – 1949-1989*
- *After the Wall came down: Germany's economic development after reunification: 1990 to present*
- Current social & economic developments in the German-speaking world

- **German Business Studies in a Global Context**

This semester 2 module includes the following topics:

Preparing for an international work environment

- analysis of skills Irish/German employers would expect from job applicants
- self-marketing: establishing a skills profile (hard, soft and transferable skills) and promoting it in the application process (written application and interview)
- introduction to cultural differences in German/Irish business behaviour and etiquette

Opportunities and Challenges for Irish/German Businesses in the Global Market

- Globalisation & Investments (Ireland/Germany)
- Marketing and Global Branding
- The European Union: emerging markets and employment opportunities
- Finance & Taxation: challenges in a global crisis

Looking towards the Future

- Information and Communications Technologies (ICT) in business and learning
- Creativity & Innovation: Dublin & Berlin
- Economy & Ecology: investing in the environment
- Smart Economy: education industry and lifelong learning

Exams and Assessments:

Final year students take their German written exams in April/May 2012 and their oral examinations at the end of semester I & semester II.

Continuous assessments throughout the academic year are a vital part of the course as well as grades awarded for attendance and homework/project work.

Allocation of marks:

Semester 1

100% Assessment

200 5.0 ECTS

Sprachpraxis & oral examination	50
3 graded essays	45
2 graded translations	20
Work proposal (extended essay)	15
Oral presentation (extended essay)	40
Wiki/repository contribution	30

Semester 2

Applied German Language Paper I (3 hrs. written exam)		140	3.5 ECTS
Social & Economic German Paper II (2 hrs. written exam)		120	3.0 ECTS
Oral examination (simulated interview & viva)		80	2.0 ECTS
Extended essay		120	3.0 ECTS
<u>Distribution of marks for years work</u>		140	3.5 ECTS
3 graded essays	45		
Erasmus wiki	35		
Sprachpraxis (Application portfolio)	20		
Oral presentation	40		

Note: It is obligatory to attend all written, aural and oral examinations. Attendance in all classes throughout the term is compulsory and counts towards assessment.

A language cannot be learned by proxy – therefore your personal attendance in class is of utmost importance. 1% will be deducted from the total mark for every missed class.