



GR 222/223 2BC3

**SECOND COMMERCE WITH GERMAN
2011/2012**

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Lecturers: **Doris Devilly**
 German Language II (general & Business German)
 Social & Economic German Studies/Business Studies

Vincent O’Connell
 Email: Vincent.oconnell@nuigalway.ie
 Language Lab. & Conversation

Consultation: Doris Devilly: Tuesdays, 1-3 o’clock 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:

- *German Language II: general & Business German* (3 hours)
- *Social & Economic German Studies / Business Studies* (1 hour)
- *Language & multimedia laboratory* (1 hour)
- *Conversation: general & business / oral presentation* (1 hour)

Course Aims and Objectives:

Students will follow a course, which is designed to

- build on the linguistic skills gained in first year and advance in the areas of grammar, reading and writing skills as well as aural skills and communication
- extend students knowledge of how to conduct business in a German-speaking work environment
- continue into researching current economic & business developments in the German-speaking world
- familiarise students with the language of economics, marketing and finance
- enable students to make business presentations, conduct interviews in German and study interviewing skills
- advance into the area of intercultural business communication
- prepare students thoroughly for the year abroad and familiarize them with the aspect of academic study at a German/Austrian university
- facilitate through authentic course materials from German/Austrian newspapers and magazines as well as internet resources a feeling for and the insight into the cultural and social issues currently discussed in Germany/Austria.
- 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 Second year students should be able to

- understand and apply more complex grammar structures (Level B1+ of CEFRⁱ)
- translate a variety of more advanced texts and language structures into German
- reflect on and analyse complex texts and discuss them in class
- use a variety of writing skills in the general and business context
- give oral presentations in German on business-related topics and conduct a collective research project
- use language and multimedia laboratory facilities for autonomous learning, research and project work
- utilize an advanced understanding of the culture and civilisation in German-speaking countries and use this understanding to relate to social and economic affairs in Germany/Austria
- make use of additional vocabulary and business terminology in everyday business and conversational situations
- feel comfortable and well-informed about the Erasmus Year in Germany/Austria

Learning and Teaching Methods:

The programme actively engages students in the learning process, encouraging student participation from the outset. Small class size, role-plays, group discussions, presentations, project work and an open and student-centred learning approach facilitate a productive and communicative learning environment.

The extensive use of authentic materials, such as newspaper and magazine articles, blogs, podcasts and wikis ensure the contemporary focus of the curriculum. The multimedia

laboratory provides access to Internet resources and multimedia language applications. The emphasis here is on blended-learning to facilitate and encourage second language acquisition. The language of instruction and communication is German ensuring that students are only exposed to the target language of their choice.

All students have access to the Virtual Learning Environment *Blackboard* where they can find announcements, assignments, lecture notes, websites, videos and audio materials as well as a discussion group.

Textbooks:

DaF kompakt B1	(Lehr- und Arbeitsbuch)	Klett	All year
A practice grammar of German	Grammar book	Hueber	All year
Collins German Dictionary <i>and/or</i> an electronic dictionary (ask lecturer for recommendation)	New Edition	Collins	All year

Students will also have access to specially prepared in-house handouts, reading materials, PowerPoint presentations, audio and visual materials via *Blackboard*.

Course elements:

- **Advanced German II:**
In second year, students will continue with Advanced German II (level B1+)
- **Business German II:**
In this module students will deepen their existing business language skills further to allow them to study business subjects in Germany/Austria during their year abroad and/or take up work placements/internships while studying in Germany/Austria.
- **Reading skills:**
Identification and analysis of various types of texts, e.g. business reports and correspondence, company profile, current social, political & business news, orders and contracts, application and registration forms, advertising and marketing texts etc.
- **Writing skills:**
In second year, students continue with general and business correspondence as well as descriptive and argumentative essays on general and business-related topics. Students will also post regular entries to the class blog and students' language learning repository.
In semester I, students will receive a basic introduction to the use of Web 2.0 technologies for writing purposes.
- **Conversation:**
General conversation and discussions on various topics, e.g. preparing for the year abroad, studying, living and working in Germany/Austria, dealing with bureaucratic issues abroad, eg. registration, contracts (accommodation, mobile phone etc.), communication via various media (telephone, email, Skype, social & professional networks), travelling within Europe, current economic and general issues in Germany and Ireland.
Students will also discuss various topics in the area of intercultural business communication/management.

Conversation classes are conducted in the form of role-plays, plenary discussions, games, quizzes and free discussion.

▪ **Presentations:**

In second year, students continue to deepen existing presentation skills and begin to analyse individual peer presentations.

Semester I: Each student researches and prepares a business presentation.

Semester II: Groups of 2 students research and present a web-based research project in German and compile a reflective learning journal on the experience.

Each presentation is followed by a question and answer session. All presentations are held in German.

▪ **Multimedia laboratory:**

Students work with audio and multimedia applications to perfect existing language skills and expand on newly acquired skills. The use of Web 1.0 (Internet) and Web 2.0 (blogs, wikis, podcasts, social networks) technologies also facilitate students to gain insight into cultural and social aspects of the German-speaking world as well as engage in autonomous learning.

In semesters I & II, all students will receive an introduction into blogging, podcasting and compiling a learning/study repository wiki.

▪ **Social and Economic German Studies / Business Studies:**

This module will

a.) prepare students for the Erasmus year in Germany/Austria

b.) deepen existing knowledge of social, cultural and economic aspects of the German-speaking world

Topics include:

- Living in Germany: bureaucracy, accommodation, banking, medical issues etc.
- Studying in Germany/Austria: *An introduction to third-level education in Germany & Austria*
- Travelling in the German-speaking world and Europe: infrastructure, transportation, student rates etc.
- Working in Germany: application procedures, wages and work conditions, basic labour law, social security system, business & intercultural communication etc.
- Banking and Finance: Frankfurt
- Laptop and Lederhosen: Munich's smart economy
- Berlin: Gateway to the Eastern European markets
- Vienna: Creativity & creative industries
- Germany and its *Green Industries*
- Setting up a company: organisation, structure, legal forms, business location, production, competition, liquidation etc.
- Intercultural management
- Market mechanisms, pricing, competition, monopolies etc.
- Advertising and marketing, trade fairs and exhibitions
- Business concepts and structures (Germany & Ireland)
- *Und der Ball ist rund!* Sport & Marketing: Adidas & Puma
- Irish/German business relations
- Current business affairs/news in the German-speaking world

Course language: German

Exams and Assessments:

Second year students take their German written and oral examinations at the end of the academic year 2012.

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
Language test	25	
Oral in-house exam	35	
Business presentation	35	
3 graded essays	45	
Class blog & wiki	25	
Aural tests	15	
Homework/attendance (all classes)	20	

Semester 2

Applied German Language Paper I (3 hrs. written exam)	200	5.0 ECTS
Social & Economic German Paper II (2 hrs. written exam)	120	3.0 ECTS
Oral examination	80	2.0 ECTS
<u>Continuous Assessment</u>	200	5.0 ECTS
Language test	25	
Aural tests	15	
3 graded essays	45	
Class blog & wiki	30	
Internet Project:		
Oral presentation & reflective journal	60	
Homework/attendance (all classes)	25	

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

A language cannot be learned by proxy – therefore your personal attendance in class is of utmost importance. The Continuous Assessment Mark of 5 ECTS reflects this.

ⁱ CEFR – Common European Framework of Reference for Languages