



3.5 Business German

Basic data of the subject	
Academic Unit:	Faculty of Philology
Course title:	3.5 Business German
Program:	German Language and Literature
Level:	Bachelor
Course status:	Obligatory (O)
Study year:	Second year
Number of hours per week:	2+1
Credit value – ECTS:	4
Time / location:	University “Ukshin Hoti” Prizren
Lecturer:	Prof.ass.dr. Ilir Krusha
Contact details:	ilir.krusha@uni-prizren.com; +383 44408468
Course description:	The course is practical and it enables students to know about business terminology in German. Vocabulary is expanded; grammatical structures are used for communication in the field of business.
Course objectives:	<p>Course objectives and Learning outcomes:</p> <ul style="list-style-type: none"> - to develop receptive and productive skills in the field of business; to expand vocabulary; - to practice writing official documents; <p>Upon the completion of the course, students will be able:</p> <ul style="list-style-type: none"> - to communicate with German speakers in concrete situations in the field of business; - to write different official documents; - To use their interpersonal skills in different contexts
Learning outcomes:	<ul style="list-style-type: none"> - to develop receptive and productive skills in the field of business; to expand vocabulary; - to practice writing official documents; <p>Upon the completion of the course, students will be able:</p> <ul style="list-style-type: none"> - to communicate with German speakers in concrete situations in the field of business; - to write different official documents; - To use their interpersonal skills in different contexts



Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Exercise theoretical/laboratory	1	15	15
Practice work			
Contact with lecturer/consultations	1	9	9
Field exercises			
Mid-terms, seminars			
Homework	4	4	16
Individual time spent studying (at the library or home)	3	5	15
Final preparation for the exam	2	5	10
Time spent in evaluation (tests, quiz, final exam)	5	1	5
Projects, presentations, etc.			
Total			100
Teaching methods:	Lectures, exercises, discussions, consultations, semestral projects, homework, exams.		
Evaluation methods:	Regular and active attendance: 10%, Homeworks: 20%, Semestral project: 30%, Final exam: 40%.		
Literature			
Basic Literature:	<p>Buhlmann, Rosemarie/ Fearn, Anneliese/ Leimbacher, Eric (2018): Wirtschaftsdeutsch von A – Z. Kommunikation und Fachwortschatz in der Wirtschaft. Lehr- und Arbeitsbuch. Berlin/ München u.a.: Langenscheidt.</p> <p>Fearn, Anneliese/ Lévy-Hillerich, Dorothea (Hrsg.) (2009): Kommunikation im Beruf - Für alle Sprachen: B1/B2 - Kommunikation in der Wirtschaft: Kursbuch mit Glossar auf CD-ROM. Cornelsen Verlag.</p>		



Additional Literature:	Eismann, Volker (2008): Wirtschaftskommunikation Deutsch. München: Langenscheidt.
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Designed study plan:		
Week	Lectures	Exercises
<i>First week:</i>	Introduction (Course presentation and student assessment policy, Focus on research questions, What is information knowledge? Where to start? How to create a study plan?)	Distribution of the homework topics.
<i>Second week:</i>	Geographie und Wirtschaftsfaktoren	Quizzes and case studies related to the topic of the first week lecture.
<i>Third week:</i>	Lesetext zu Standortfaktoren	Quizzes and case studies related to the topic of the second week lecture.
<i>Fourth week:</i>	Die soziale Marktwirtschaft	Quizzes and case studies related to the topic of the third week lecture.
<i>Fifth week:</i>	Steuern	Quizzes and case studies related to the topic of the fourth week lecture.
<i>Sixth week:</i>	Rechte der Arbeitnehmer	Quizzes and case studies related to the topic of the fifth week lecture.
<i>Seventh week:</i>	Globalisierung	Quizzes and case studies related to the topic of the sixth week lecture.
<i>Eighth week:</i>	Geschichte der EU	Quizzes and case studies related to the topic of the seventh week lecture.
<i>Ninth week:</i>	Warum haben wir den Euro?	Quizzes and case studies related to the topic of the eighth week lecture.
<i>Tenth week:</i>	Trends und Entwicklungen?	Quizzes and case studies related to the topic of the ninth week lecture.
<i>Eleventh week:</i>	Lindt und Marketing	Quizzes and case studies related to the topic of the tenth week lecture.
<i>Twelfth week:</i>	Wie Werbung funktioniert	Quizzes and case studies related to the topic of the eleventh week lecture.
<i>Thirteenth week:</i>	Werbungskonzepte	Quizzes and case studies related to the topic of the twelfth week lecture.



<i>Fourteenth week:</i>	Kinder und Konsum	Quizzes and case studies related to the topic of the thirteenth week lecture.
<i>Fifteenth week:</i>	Wiederholung	Presentation of the semester projects.
Academic policies and rules of conduct:		
Students are obliged to attend lectures regularly, to take part in field study tours (excursion). Disconnection of mobile phones, timely access to the classroom and keeping quiet during the lecture hours are also mandatory.		