



GR/IB 333 - LET'S TALK BUSINESS
IES Abroad Berlin

DESCRIPTION:

The requirements for employees working for international companies have changed steadily and are still changing at a breathtaking speed. This is mainly due to increasing globalization and economic interdependence, the resulting requirement to set up international working-teams and the need for employees to be more flexible with regard to their job location. One of the consequences of this development is an increased demand for foreign language and intercultural communication competences in the professional world. In this course, students will gain proficiency in the use of the German language in a professional context. Furthermore, students will gain substantial insights in the context German businesses operate in and explore Berlin's new economy. This course is designed for students who seek to deepen their German language competence, acquire language skills that prepare them for a German work environment, and get an introduction to the German and Berlin business world.

CREDITS: 3

CONTACT HOURS: 45

INSTRUCTOR: Burkart Encke

LANGUAGE OF INSTRUCTION: German

PREREQUISITES: 4 semesters German language studies at college-level (or GR351 test result for students with less than 4 semesters German studies)

ADDITIONAL COST: none

METHOD OF PRESENTATION:

- Lectures
- Discussions
- Course-related trips
- Presentations
- Guest speakers

Moodle will be used to enhance students' learning experiences.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course participation - 10%
- Midterm Exam - 25%
- Final Exam - 25%
- Presentation - 20%
- Written language exercises - 20%

Course Participation

Students are expected to be well prepared for every class. Active participation is very important. Missed classes and/or passiveness will lower the grade. Homework is intended to support the learning process. The grading rubric for participation is available in the IES Berlin Academics Manual on Moodle.



Midterm Exam

In the written exam (in-class 45 minutes), grammar and structures of the first half of the semester will be tested.

Final Exam

In the written exam (in-class 45 minutes), grammar and structures of the second half of the semester will be tested.

Presentation

The oral presentation has two parts: 10 minutes presentation in the midterm week and a 10 minute presentation in the finals week. Presentations should be clear, structured and serve to show the verbal skills of a student. Vocabulary and grammatical structures should be adequate to the course level.

Written language exercise

Homework is intended to support the learning process.

LEARNING OUTCOMES:

At the end of this course, student will have enhanced German language skills, refined ability to converse with native speakers and to write at a sophisticated level about issues of economic interest proving social and intercultural competence required in today’s business world.

ATTENDANCE POLICY:

Attendance and punctuality in all courses and field studies are mandatory. Absences can only be excused for valid reasons. Unexcused absences can affect students’ grades. Students who miss 25% or more of all class sessions will fail the course. Missed exams cannot be taken at another time except in case of documented illness. Late submission of term papers and other work will result in grade reduction unless an extension due to illness or an emergency is approved. Please consult the IES Berlin Academics Manual on Moodle for additional details.

ACADEMIC INTEGRITY:

Students are expected to abide by the IES Abroad Academic Integrity Code. Assigned papers need to be properly and amply footnoted where appropriate, with all sources attributed. Poorly written and grammatically sloppy papers will be judged more severely. Work with a language tutor.

CONTENT:

Week	Content	Assignments and Readings
Week 1	Session 1: Facts about Germany’s economy Introducing yourself and others (difficult verbs: präsentieren, sich vorstellen, sich etwas vorstellen)	Landeskunde Deutschland: Made in Germany pp. 139-142 Chapter 1 Im Beruf
	Session 2: Short history of the EU Understanding the structure of a corporation (Grammar: verbs and adjectives with prepositions)	Landeskunde Deutschland: Die EU und Europas Krisen pp. 143-144 Chapter 1 Im Beruf



Week 2	<p>Session 3: Berlin´s economy – difficult times</p> <p>Your first day at work (Grammar: advices with subjunctive II)</p>	<p>Landeskunde Deutschland: Wirtschaft in Ost und West pp. 145-148</p> <p>Chapter 2 Im Beruf</p>
	<p>Session 4: Poor but sexy – the difficulties of the creative industry</p> <p>Applying for a job (job advertisement, cover letter)</p>	<p>Meran, Max: Kreativ und arm</p> <p>Chapter 3 Im Beruf</p>
Week 3	<p>Session 5: The capital of fashion</p> <p>CV, Job interview</p>	<p>Jansen, Jonas: Modemesse Bread&Butter</p> <p>Chapter 3 Im Beruf</p>
	<p>Session 6: The capital of music</p> <p>Communication: Du or Sie?</p>	<p>Stüber, Jürgen: Berlins Musikindustrie</p> <p>Chapter 3 Im Beruf</p>
Week 4	<p>Session 7-8: course related field study trip: Visit at the Berlin Chamber of Commerce (Industrie- und Handelskammer)</p>	
Week 5	<p>Session 9: The capital of tourism</p> <p>In a meeting (Communication: to disagree, asking for opinions, representing your own position)</p>	<p>Bombosch, Frederik: Neuer Tourismusrekord</p> <p>Chapter 4 Im Beruf</p>
	<p>Session 10: Taxes and social charges in Germany</p> <p>Giving directives (Communication: to refuse, to object, to find compromises)</p>	<p>Chapter 9 Im Beruf</p> <p>Chapter 5 Im Beruf</p>
Week 6	<p>Session 11: Midterm wrap-up, exam preparation</p>	
	<p>Midterms: written exam and oral presentation</p>	
Week 7	<p>Session 12: The capital of start ups</p> <p>I need help! Describing a problem and asking for help (Grammar: politeness – könnten, dürften, müssten, würden)</p>	<p>Landeskunde Deutschland: Neue Technologien pp. 151-153</p> <p>Chapter 6 Im Beruf</p>



Week 8	Session 13-14: Course related field study trip: Visit at a business company, start-up	
Week 9	Session 15: Money makes the world go round The language of advertisement (Grammar: declension of adjectives)	Löhr, Julia: Deutsche Start-ups erhalten so viel Geld wie nie Chapter 7 Im Beruf
	Session 16: Boom in the east Talking about mistakes (Grammar: verbal bracket)	Rautenberg, Thomas: Boom in Oberschöneweide Chapter 8 Im Beruf
Week 10	Session 17-18: Course related field study trip: Campus Adlershof	
Week 11	Session 19: The third industrialization – the future of Tegel Airport Talking about developments, describing charts	The Urban Tech Republic Chapter 10 Im Beruf
	Session 20: Migrants and the labor market Migrants becoming entrepreneurs (Communication: negotiation with the bank, getting a business loan)	Siems, Dorothea: Ausländische Gründer können mehr als Döner Chapter 12 Im Beruf
Week 12	Session 21: Negotiating in an intercultural context Trouble at work – cultural differences	Mittelstufenbuch: Between the cultures - cultural differences pp.141-144 Chapter 13 Im Beruf
	Session 22: Final discussion, exam preparation	
Week 13	Finals: written exam and oral presentation	

COURSE-RELATED TRIPS:

- Industrie- und Handelskammer (IHK) Berlin
- Technologie-Campus Adlershof
- Berlin Company



REQUIRED READINGS:

- Valeska Hagner, Sabine Schlüter: Im Beruf B1+/B2, Kurs- und Arbeitsbuch, Hueber Verlag
- Anne Buscha, Das Mittelstufenbuch, Schubert Verlag
- Renate Luscher: Landeskunde Deutschland B2-C2: Politik, Kultur, Wirtschaft, Verlag für Deutsch
- Reader with current newspaper articles
- Bombosch, Frederik: Neuer Rekord-Tourismus in Berlin – wer kommt, was das bringt und wer sich ärgert, Berliner Zeitung, 10.08.2017
- Meran, Max: Kreativ und arm, Tagesspiegel, 12.03.2016
- Jansen, Jonas: Modemesse Bread & Butter: Zalando dreht die Musik auf, FAZ, 02.09.2017
- Stüber, Jürgen: Berlins Musikindustrie geht mit Streaming in die Zukunft, Berliner Morgenpost, 18.04.2017
- Siems, Dorothea: Ausländische Gründer können mehr als Döner, Welt, 11.08.2016
- Rautenberg, Thomas: Boom im Industriegürtel Oberschöneweide, RBB24, 08.04.2018
- Löhr, Julia: Deutsche Start-ups erhalten so viel Geld wie nie, FAZ, 26.02.2018

RECOMMENDED READINGS:

- Buscha, Joachim et al. 2002, Grammatik in Feldern, München: Hueber
- Bolten, Jürgen 1999: Marktchance Wirtschaftsdeutsch, Edition Deutsch, Stuttgart