



IB/GR 333 WIRTSCHAFTSDEUTSCH / LET'S TALK BUSINESS
IES Abroad Vienna

DESCRIPTION:

In the last few years 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, the desire to set up international working-teams and the requirement 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 languages, since communication competence is becoming more and more important.

In this course the student will gain proficiency in the skilful use of the German language and will be able to refine the language tools necessary to be able to effectively participate in the host community and to express self in almost all situations.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: German

PREREQUISITES: GR 401 or GR 403 (in exceptional cases GR 351)

METHOD OF PRESENTATION:

Lectures, discussions, field trips, presentations, guest speakers

REQUIRED WORK AND FORM OF ASSESSMENT:

- Active class participation, including oral presentations in class and tests - 30%
- Paper and essays - 25%
- Midterm exam - 20%
- Final exam - 25%

Class attendance and Participation

Regular class attendance is considered mandatory according to the Academic Policy Guidelines. Students will actively be involved in class discussions, students will give oral presentations in class and will take tests. Regular attendance and participation in class work, regular reading and writing assignments, regular oral presentations and reports, discussions in class, video and DVD work, tests, midterm exam, comprehensive final exam, 4 page paper in German.

Class Participation Grading Rubric

A	<p>Excellent participation</p> <p>The student’s contributions reflect an active reading of the assigned bibliography. Skillfully synthesizes the main ideas of the readings and raises questions about the applications and implications of the material. Demonstrates, through questions and comments, that he or she has been capable of relating the main ideas in the readings to the other information discussed in the course, and with his or her own life experience. The student makes informed judgments about the readings and other ideas discussed in class, providing evidence and reasons. He/she respectfully states his/her reactions about other classmates’ opinions, and is capable of contributing to the inquiry spiral with other questions. The student gets fully involved in the completion of the class activities.</p>
B	<p>Very good participation</p> <p>The student’s contributions show that the assigned materials are usually read. Most of the time the main ideas are identified, even though sometimes it seems that applications and implications of the information read were not properly reflected upon. The student is able to construct over others’ contributions, but sometimes seems to interrupt the shared construction to go over tangents. He/she is respectful of others’ ideas. Regularly involved in the activities but occasionally loses concentration or energy.</p>
C	<p>Regular participation</p> <p>The participant evidences a regular reading of the bibliography, but in a superficial way. He/she tries to construct over others’ ideas, but commonly provides comments that indicate lack of preparation about the material. Frequently, contributions are shallow or unarticulated with the discussion in hand.</p>
F	<p>Insufficient participation</p> <p>Consistently, the participant reads in a shallow way or does not read at all. Does not participate in an informed way, and shows lack of interest in constructing over others’ ideas.</p>

Midterm evaluation

The midterm exam consists of two parts, a written exam and a group project (detailed written instructions will be handed out to students in class).

Final exam

Written exam

Paper and Essays

Written assignments in German in addition to the mid-term and final exams, including a final research paper (4 pages in German, detailed written instruction will be handed out to students in class), a series of essays regarding the topics discussed in class. Readings. A folder has been prepared by M. Schachermeier.

LEARNING OUTCOMES:

This course aims at enhancing language skills, refining the students' 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:

IES Vienna requires attendance at all class sessions, including field study excursions, internship meetings, scheduled rehearsals, and all tests and exams. Attendance will be taken for every class. If a student misses more than the equivalent of a week of classes without an excuse, the final grade will be reduced by one-third of a letter grade (for example, A- to B+) for every additional unexcused absence.

Excused absences are permitted only when:

- 1) a student is ill (health issues),
- 2) when class is held on a recognized religious holiday traditionally observed by the particular student, or



- 3) in the case of a grave incident affecting family members;
- 4) exceptions may be made for conflicting academic commitments, but only in writing and only well in advance of missed class time.

Any other absences are unexcused.

CONTENT:

- Current economic development – global financial crisis
- Globalization – a critical view
- History of the EU, debt crisis, Brexit
- Setting oneself up in business
- Legal forms of business enterprises (partnerships, corporations, ...)
- Location factors
- Financing a business enterprise
- Different kinds of investment
- Marketing
- Market research
- Office communication
- Advertisement
- Job application
- Writing a curriculum vitae
- Job interviews
- Conversation skills
- Reading of current newspaper articles
- Improvement of vocabulary by exercises developed from texts
- Speech comprehension drills in video and DVD presentations
- Perfection of intonation and pronunciation
- Oral reports
- Writing compositions (essays, synopses)
- Review of complex grammar and syntax

SPECIAL ACTIVITIES:

guest lectures according to availability of lecturers:

- guest speaker from Erste Bank (biggest bank in Austria), GO-Gründerservice, lecturing on "How to start a business", followed by a discussion with the students
- guest speaker from McDonald's, lecturing on franchising, followed by a discussion with the students
- guest speaker from Plasser und Theurer, lecturing on advertising, followed by a discussion with the students
- guest speaker from the Austrian Chamber of Commerce (Wirtschaftskammer)
- guest speaker from Haus der EU – official representation of the EU Commission in Vienna
- watching the movie "Let's make money", a documentary on the causes and effects of the world financial crisis
- watching an Austrian TV documentary on the critical aspects of globalization ("Weltjournal")

Special emphasis will be laid upon intercultural competence and communication abilities in connection with special chapters of German grammar, such as verb prefixes, infinitive clauses, relative clauses, adjective endings, passive voice with and without modal verbs, subjunctive I and II, prepositions, stylistic exercises and handling of complex sentence structures in compositions, essays, translations and reports.

Week	Content	Assignments
Week 1	<ul style="list-style-type: none"> • Session 1: General information and announcements, folder pp. 1 -7 (idiomatic expressions for leading discussions and writing texts). 	<ul style="list-style-type: none"> • reading: Folder pp. 1- 15 • Student presentations pp. 6-9, 12-13 • Studying idiomatic expressions and vocabulary of articles and texts

	<ul style="list-style-type: none"> Article on globalization, a critical view of globalization. Session 2: Student presentations pp. 6-9, TV documentary on the financial crisis and globalization, Vocabulary exercise, discussion in groups of negative and positive aspects of globalization 	<ul style="list-style-type: none"> writing: Essay on the globalization and the financial crisis, including answering specific questions and expressing own opinion
Week 2	<ul style="list-style-type: none"> Session 1: Test Student presentations pp. 12-13 Session 2: The EU Student presentations and discussion concerning the EU 	<ul style="list-style-type: none"> writing: Essay on 2 newspaper articles on modern slaves in Asia producing articles for consumers in the US, Europe, ... reading: folder pp. 16-22 Student presentations: articles dealing with the history, the organization, debt crisis, debt quotas within EU member states, critical aspects of the EU
Week 3	<ul style="list-style-type: none"> Session 1: Student presentations and discussion, exercises to deepen the knowledge of the specific vocabulary (p 23, 24) Session 2: Test Brexit Group discussion 	<ul style="list-style-type: none"> reading: Folder pp. 25-29a Student presentations: EU writing: essay on EU, including personal experiences Preparing a group discussion on the pros and cons of Brexit Information about the group project for part one of the midterm test
Week 4	<ul style="list-style-type: none"> Session 1: Guest lecture held by the representative of the official representation of the EU Commission in Austria followed by a discussion with the students Session 2: Setting up one's own business, discussion of positive and negative aspects of having a start-up, 	<ul style="list-style-type: none"> reading: Folder pp. 29b-38 writing: essay on Brexit
Week 5	<ul style="list-style-type: none"> Session 1: Exercises to deepen the new vocabulary, idiomatic expressions, ... Session 2: Legal forms of businesses, different ways of becoming your own boss, franchising, ... Guest lecture and discussion with the students 	<ul style="list-style-type: none"> reading: Folder pp. 40-58 Student presentations pp. 41-43 writing: essay on how to start your own business (answer specific questions using the appropriate vocabulary), including the students' own opinion
Week 6	<ul style="list-style-type: none"> Sessions 1: written Midterm Exam Session 2: Analysis of location factors 	<ul style="list-style-type: none"> handing in group project reading: Folder pp. 59-64
Week 7	<ul style="list-style-type: none"> Session 1: Discussion of how to find the best location for your business -using the new vocabulary Session 2: Unemployment rates in Europe and the US, student presentations 	<ul style="list-style-type: none"> reading: Folder pp. 65-71 writing: Essay including personal ideas Study of new phrases and idioms writing: Compare the situation of unemployment in the EU and the US
Week 8	<ul style="list-style-type: none"> Session 1: Test Session 2: New phrases, idiomatic expressions and high level grammar with regard to the organization of a business enterprise 	<ul style="list-style-type: none"> reading: Folder pp. 73-79 reading: Folder pp. 80-87
Week 9	<ul style="list-style-type: none"> Session 1: Investment and financing Session 2: Exercises and test 	<ul style="list-style-type: none"> writing: Final paper writing: Answering questions about the differences between investment and financing



		using the new vocabulary and many idiomatic phrases
		<ul style="list-style-type: none">• reading: Folder 88-104
Week 10	<ul style="list-style-type: none">• Session 1: Management, marketing, advertising,• Session 2: Guest lecture held by an expert of advertising	<ul style="list-style-type: none">• reading: Folder pp. 108-127• reading: Folder pp. 128-147• writing: Essay on marketing and advertising
Week 11	<ul style="list-style-type: none">• Session 1: How to apply for a job• Session 2: written Final Exam	<ul style="list-style-type: none">• Handing in: Final paper• writing: Personal letter of application plus CV

REQUIRED READINGS:

- Folder prepared by M. Schachermeier
- Current newspaper articles
- Jürgen Bolten, Marktchance Wirtschaftsdeutsch, Edition Deutsch
- Kimberly Sparks, Van Horn Vail: German in Review (Harcourt Brace Jovanovich, second edition)