

# Syllabus

## *Descrizione corso*

<b>Titolo insegnamento</b>	Tedesco Lingua Straniera - Capacità di comunicazione e presentazione in linguaggio specialistico
<b>Codice insegnamento</b>	30167
<b>Titolo aggiuntivo</b>	
<b>Settore Scientifico-Disciplinare</b>	GERM-01/C
<b>Lingua</b>	Tedesco
<b>Corso di Studio</b>	Corso di laurea in Management del Turismo, dello Sport e degli Eventi
<b>Altri Corsi di Studio (mutuati)</b>	
<b>Docenti</b>	dott. Cristina Algranati, Cristina.Algranati@unibz.it
<b>Assistente</b>	dott. Lisa Widmann
<b>Semestre</b>	Primo semestre
<b>Anno/i di corso</b>	1
<b>CFU</b>	3
<b>Ore didattica frontale</b>	30
<b>Ore di laboratorio</b>	30
<b>Ore di studio individuale</b>	-
<b>Ore di ricevimento previste</b>	9
<b>Sintesi contenuti</b>	<p>Boost your German to B2 while exploring the language of business and economics — sharpen your skills for study, work, and life!"</p> <p>Expand your language skills with a focus on business and everyday topics. Read, write, listen, and speak about economic issues. Improve teamwork, online research, and independent learning. Perfect for those who want to combine language and subject knowledge.</p>
<b>Argomenti dell'insegnamento</b>	<p>The course serves to acquire additional language skills.</p> <p>The focus of the course is on consolidating and expanding general</p>

	<p>language skills on the one hand, and learning the technical language of the field in which the students will be working on the other. The aim is to teach general scientific methods and to acquire professional skills.</p> <p>All language skills are practised in the course in order to bring students up to B2 level.</p> <p>The aim of the course is to acquire the following language skills:</p> <ul style="list-style-type: none"> <li>• Reading: Understanding authentic texts from the field of study as well as challenging texts from everyday life.</li> <li>• Writing: Writing clear and appropriate texts that take into account the style and register of academic German.</li> <li>• Listening: Understanding authentic spoken texts from the field of economics and everyday language (news, reports).</li> <li>• Speaking: Expressing oneself correctly, appropriately and in a differentiated manner in a professional context (dialogical speaking); being able to give short presentations (monological speaking).</li> </ul> <p>Topics covered</p> <ul style="list-style-type: none"> <li>• Job profiles and areas of activity</li> <li>• New forms of work</li> <li>• Application portfolio</li> <li>• Company organisation</li> <li>• Introduction of a new product: market research</li> <li>• Company presentation</li> <li>• Oral and written description of graphics</li> <li>• Presentation techniques (PowerPoint: structure and linguistic aspects)</li> </ul>
<b>Parole chiave</b>	<p>German technical language</p> <p>Job applications</p> <p>Company presentations</p> <p>Presentation techniques</p> <p>Communication</p>
<b>Prerequisiti</b>	German language skills at B1 level
<b>Insegnamenti propedeutici</b>	
<b>Modalità di insegnamento</b>	<p>Great importance is given to the active participation of students, with a focus on learner-centredness.</p> <p>The teaching format will be adapted to the various tasks: phases of individual work, partner and group work, and presentation phases are planned. A Moodle platform is provided for students'</p>

	independent work.
<b>Obbligo di frequenza</b>	-
<b>Obiettivi formativi specifici e risultati di apprendimento attesi</b>	<p>Knowledge and understanding</p> <p>Specialised texts relating to the business and management of tourism, sports and events companies;</p> <p>advanced and specialised vocabulary that can be used both in writing texts and in academic conversation;</p> <p>Methods for the effective design of professional presentations</p> <p>basics of intercultural rhetoric</p> <p>how to create a cover letter and CV</p> <p>how to prepare for an effective job interview.</p> <p>Ability to apply knowledge and understanding</p> <p>understanding cultural diversity in oral and non-oral communication</p> <p>effective written communication in normal business life taking into account different cultural aspects</p> <p>express complex concepts and events correctly using tourism, sport and event specific terms</p> <p>understand and use both academic and popular publications and information sources</p> <p>communicate and present professionally to peers or the public</p> <p>interpret and report on scientific texts</p> <p>write academic texts</p> <p>Communication skills</p> <p>Graduates of the Bachelor's degree programme in Tourism, Sports and Event Management will develop communication and presentation skills that enable them to explain, discuss and summarise the complex, interdisciplinary topics of tourism, sports and events in a professional environment.</p> <p>Graduates of this Bachelor's programme will have developed very good communication skills in at least three languages and elementary language skills in a fourth language.</p> <p>Educational activities in the first year include courses in all three official languages of instruction, covering communication and presentation strategies and techniques, as well as the acquisition of various skills for the cultural environment related to the language. The second year includes a language course in a fourth</p>

	<p>language. Case studies, projects and exercises within the courses as well as the written exams at the end of each course also contribute to the development of students' communication skills. At the end of the degree programme, the final thesis offers students an excellent opportunity to incorporate the specialist knowledge and communication skills they have acquired into a document that marks the end of their Bachelor's studies. Achievement of this goal is assessed by means of written examinations, group work, assignments, presentations of case studies and projects as well as the final thesis.</p>
<b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b>	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> <li>• Of specialist texts in the field of economics and business management in tourism, sport and events.</li> <li>• Advanced specialist vocabulary for both written texts and oral conversation in an academic context.</li> <li>• Methods for creating professional and effective presentations</li> <li>• Basic knowledge of intercultural rhetoric</li> <li>• Methods for writing a cover letter and CV;</li> <li>• Methods for preparing for an effective job interview</li> </ul> <p>Applying knowledge and understanding</p> <ul style="list-style-type: none"> <li>• Understanding cultural differences in both verbal and non-verbal communication</li> <li>• Efficient written communication in normal business activities with regard to different cultural aspects</li> <li>• Expressing complex concepts and events in a precise manner, using specific vocabulary from the fields of sport, tourism and event management</li> <li>• Understanding academic and popular science publications and information sources</li> <li>• Presenting professionally to colleagues and the public</li> <li>• Interpreting and summarising scientific texts</li> <li>• Writing academic texts</li> </ul> <p>Judgement:</p> <ul style="list-style-type: none"> <li>• Ability to understand an article in the British press and discuss its interpretation.</li> <li>• Ability to use specialist vocabulary in the correct context</li> </ul> <p>Communication:</p>

	<ul style="list-style-type: none"> <li>Ability to use the appropriate communication style for the situation, both in spoken and written expression (introducing oneself, presenting a product or a company).</li> </ul> <p>Learning strategies:</p> <ul style="list-style-type: none"> <li>Ability to improve through independent learning and to keep one's knowledge up to date with the help of online resources.</li> </ul>
<b>Modalità di esame</b>	<p>Written and oral examination: Written examination: listening, reading, lexical exercise and written production; oral examination to assess communication skills: presentation of a graphic and completion of a dialogue task with a partner.</p> <p>Students who attend the course (minimum attendance of 60%) and write 2 assignments during the course are not required to complete the written production part of the written examination. The assignments carried out in the lecture hall are considered part of the written examination for the 3 examination sessions of the current academic year.</p>
<b>Criteri di valutazione</b>	<p>The final examination consists of a written part – 2 hours or 1 hour without the writing part – and an oral part – 20 minutes for 2 students. Students must pass both parts (written examination max. 30 points, pass mark 60% = 18, oral examination max. 30 points, pass mark 60% = 18). The final grade is calculated as the average of the two parts of the examination.</p> <p>When assessing the written and oral tasks in particular, not only linguistic competence but also communicative skills and strategies are evaluated.</p>
<b>Bibliografia obbligatoria</b>	none
<b>Bibliografia facoltativa</b>	DAF im Unternehmen Kurs und Übungsbuch B2 Klett Verlag
<b>Altre informazioni</b>	Materials are made available to students via the OLE platform.
<b>Obiettivi di Sviluppo Sostenibile (SDGs)</b>	Parità di genere, Utilizzo responsabile delle risorse, Ridurre le disuguaglianze, Buona occupazione e crescita economica