Syllabus

Course Description

Course Title	Foreign Language (German) - Advanced Specialized Language course
Course Code	27332
Course Title Additional	
Scientific-Disciplinary Sector	GERM-01/C
Language	German
Degree Course	Bachelor in Economics and Management
Other Degree Courses (Loaned)	
Lecturers	Dott. Cristina Algranati, Cristina.Algranati@unibz.it
Teaching Assistant	Dott. Lisa Widmann
Semester	Second semester
Course Year/s	2
CP	3
Teaching Hours	30
Lab Hours	30
Individual Study Hours	-
Planned Office Hours	
Contents Summary	The course is designed to acquire further language skills. A course in specific language for economics students based on the B2 (CEFR). The course focuses on the various styles of language used in the field of economics and business studies and aims to improve the student's receptive, but above all, productive language skills in general. Topics covered include an introduction to more complex grammatical structures used in this field and at this level, with

	subsequent consolidation through the use of practical applications. There will also be emphasis on improving productive skills, so that the students can produce accurate, cohesive texts in German for professional use.
Course Topics	The Advanced Technical Language course aims to prepare students for the presentation of a start-up company they have designed themselves. The lessons cover topics that lead to this goal. When planning and implementing the project, the necessary language skills are presented and practised in a realistic context. Topics covered • Job profiles; • Companies: organisation, key data and presentation, corporate identity; • Trade fairs, orders, sales; • Product, manufacturing, marketing.
Keywords	German Technical language Start-up companies Corporate philosophy Marketing mix
Recommended Prerequisites	Attendance of the course Basic Language and German Language Skills at B1+ Level
Propaedeutic Courses	
Teaching Format	Active participation of course participants in teaching activities; partner and group work as important social forms of teaching.
Mandatory Attendance	Attendance not compulsory but strongly recommended
Specific Educational Objectives and Learning Outcomes	ILO1 Knowledge and understanding ILO1.1 Knowledge of the mechanisms underlying effective communication of theoretical and empirical economic arguments in three languages: Italian, German and English ILO1.2 Knowledge of the underlying mechanisms for effective communication of theoretical and empirical economic arguments in three languages: Italian, German and English ILO1.3Knowledge of the underlying mechanisms for effective communication of legal topics in three languages: Italian, German and English ILO1.4 Knowledge of the mechanisms underlying effective

	communication of quantitative topics in three languages: Italian, German and English ILO2 Ability to apply knowledge and understanding ILO 2.1 Be able to communicate the results of economic analyses prepared according to international professional standards in three languages: Italian, German and English. ILO 2.2 be able to apply appropriate concepts, models, tools and techniques to analyse markets, market strategies, programmes and activities in teamwork and communicate research results in accordance with international professional standards in three languages: Italian, German and English ILO 2.3 be able to communicate the results of strategic analyses prepared according to international professional standards in three languages: Italian, German and English ILO 2.4 be able to find and use national, European and international legal sources ILO 2.5 be able to communicate the results of legal analyses prepared according to international professional standards in three languages: Italian, German and English ILO 2.6 be able to communicate the results of quantitative analyses carried out according to international professional standards in three languages: Italian, German and English ILO3 Communication skills ILO3.1 Very good and specialised communication skills in three languages ILO4 Learning skills ILO4.1 Obtaining information to update the constantly changing general and specific reference context ILO4.2 Obtaining information from databases, scientific literature, laws and guidelines required in everyday working life
Specific Educational Objectives and Learning Outcomes (additional info.)	Acquisition of the following language skills: • Reading: Understanding authentic texts from the university environment and the world of business, as well as challenging texts from everyday life; • Writing: Writing clear, concise texts that take into account the register and style of technical German; writing in economics; • Listening: Understanding spoken texts from an academic context

	as well as dialogues, interviews and lectures on economic topics; • Speaking: Expressing oneself correctly, appropriately and in a differentiated manner in an academic or professional context. Knowledge and understanding: Recognise and apply the characteristics of technical language, such as clarity, comprehensibility and economy. Application of knowledge and understanding: The focus is on consolidating and expanding the language skills that students of the Faculty of Economics should have in their current everyday studies and later in their professional lives.
Assessment	The written examination tests skills in reading, writing, vocabulary and grammar. The use of a monolingual dictionary is permitted. During the course, three written assignments are completed as part of the examination. Non-attending students must write a paper (250 words) in addition to the listening, reading and lexical exercise sections of the final examination. The oral examination consists of: - Presentation of your own start-up company Written exam (ILOs 1.1, 1.2, 1.3, 1.5, 2.2, 2.3, 2.4, 2.6, 2.7, 2.8, 3) Oral exam (ILOs 1.3, 1.4, 1.6, 2.1, 2.5, 3)
Evaluation Criteria	Examination • written examination (max. 30 points) • in lectures (max. 10 points) • oral examination (max. 30 points) The clarity of the answers, command and correctness of language at level C1, ability to synthesise, judgement and ability to make connections to the topics covered will be assessed.
Required Readings	none
Supplementary Readings	none
Further Information	Online materials from newspapers and specialist journals, links to databases and dictionaries are shared with students via the OLE platform.

Sustainable Development Goals (SDGs)	Decent work and economic growth, Partnerships fot the goals, Responsible consumption and production, Reduced inequalities