Syllabus

Descrizione corso

Titolo insegnamento	Lingua straniera (Tedesco) - Linguaggio Tecnico avanzato
Codice insegnamento	27332
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	GERM-01/C
Lingua	Tedesco
Corso di Studio	Corso di laurea in Economia e Management
Altri Corsi di Studio (mutuati)	
Docenti	dott. Cristina Algranati, Cristina.Algranati@unibz.it
Assistente	dott. Lisa Widmann
Semestre	Secondo semestre
Anno/i di corso	2
CFU	3
Ore didattica frontale	30
Ore di laboratorio	30
Ore di studio individuale	-
Ore di ricevimento previste	
Sintesi contenuti	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.
Argomenti dell'insegnamento	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.
Parole chiave	German Technical language Start-up companies Corporate philosophy Marketing mix
Prerequisiti	Attendance of the course Basic Language and German Language Skills at B1+ Level
Insegnamenti propedeutici	
Modalità di insegnamento	Active participation of course participants in teaching activities; partner and group work as important social forms of teaching.
Obbligo di frequenza	Attendance not compulsory but strongly recommended
Obiettivi formativi specifici e risultati di apprendimento attesi	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
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori 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.
Modalità di esame	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)
Criteri di valutazione	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.
Bibliografia obbligatoria	none
Bibliografia facoltativa	none
Altre informazioni	Online materials from newspapers and specialist journals, links to databases and dictionaries are shared with students via the OLE platform.

Obiettivi di Sviluppo Sostenibile (SDGs)	Buona occupazione e crescita economica, Partnership per gli obiettivi, Utilizzo responsabile delle risorse, Ridurre le disuguaglianze