

# Syllabus

## *Descrizione corso*

<b>Titolo insegnamento</b>	Lingua straniera (Tedesco) - Linguaggio Tecnico avanzato
<b>Codice insegnamento</b>	27332
<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 Economia e Management
<b>Altri Corsi di Studio (mutuati)</b>	
<b>Docenti</b>	dott. Cristina Algranati, Cristina.Algranati@unibz.it
<b>Assistante</b>	dott. Lisa Widmann
<b>Semestre</b>	Secondo semestre
<b>Anno/i di corso</b>	2
<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>	
<b>Sintesi contenuti</b>	<p>The course is designed to acquire further language skills.</p> <p>A course in specific language for economics students based on the B2 (CEFR).</p> <p>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.</p> <p>Topics covered include an introduction to more complex grammatical structures used in this field and at this level, with</p>

	<p>subsequent consolidation through the use of practical applications.</p> <p>There will also be emphasis on improving productive skills, so that the students can produce accurate, cohesive texts in German for professional use.</p>
<b>Argomenti dell'insegnamento</b>	<p>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.</p> <p>Topics covered</p> <ul style="list-style-type: none"> <li>• Job profiles;</li> <li>• Companies: organisation, key data and presentation, corporate identity;</li> <li>• Trade fairs, orders, sales;</li> <li>• Product, manufacturing, marketing.</li> </ul>
<b>Parole chiave</b>	<p>German</p> <p>Technical language</p> <p>Start-up companies</p> <p>Corporate philosophy</p> <p>Marketing mix</p>
<b>Prerequisiti</b>	<p>Attendance of the course Basic Language and German Language Skills at B1+ Level</p>
<b>Insegnamenti propedeutici</b>	
<b>Modalità di insegnamento</b>	<p>Active participation of course participants in teaching activities; partner and group work as important social forms of teaching.</p>
<b>Obbligo di frequenza</b>	<p>Attendance not compulsory but strongly recommended</p>
<b>Obiettivi formativi specifici e risultati di apprendimento attesi</b>	<p>ILO1 Knowledge and understanding</p> <p>ILO1.1 Knowledge of the mechanisms underlying effective communication of theoretical and empirical economic arguments in three languages: Italian, German and English</p> <p>ILO1.2 Knowledge of the underlying mechanisms for effective communication of theoretical and empirical economic arguments in three languages: Italian, German and English</p> <p>ILO1.3 Knowledge of the underlying mechanisms for effective communication of legal topics in three languages: Italian, German and English</p> <p>ILO1.4 Knowledge of the mechanisms underlying effective</p>

	<p>communication of quantitative topics in three languages: Italian, German and English</p> <p>ILO2 Ability to apply knowledge and understanding</p> <p>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.</p> <p>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</p> <p>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</p> <p>ILO 2.4 be able to find and use national, European and international legal sources</p> <p>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</p> <p>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</p> <p>ILO3 Communication skills</p> <p>ILO3.1 Very good and specialised communication skills in three languages</p> <p>ILO4 Learning skills</p> <p>ILO4.1 Obtaining information to update the constantly changing general and specific reference context</p> <p>ILO4.2 Obtaining information from databases, scientific literature, laws and guidelines required in everyday working life</p>
<b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b>	Acquisition of the following language skills: <ul style="list-style-type: none"><li>• Reading: Understanding authentic texts from the university environment and the world of business, as well as challenging texts from everyday life;</li><li>• Writing: Writing clear, concise texts that take into account the register and style of technical German; writing in economics;</li><li>• Listening: Understanding spoken texts from an academic context</li></ul>

	<p>as well as dialogues, interviews and lectures on economic topics;</p> <ul style="list-style-type: none"> <li>• Speaking: Expressing oneself correctly, appropriately and in a differentiated manner in an academic or professional context.</li> </ul> <p>Knowledge and understanding: Recognise and apply the characteristics of technical language, such as clarity, comprehensibility and economy.</p> <p>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.</p>
<b>Modalità di esame</b>	<p>The written examination tests skills in reading, writing, vocabulary and grammar.</p> <p>The use of a monolingual dictionary is permitted.</p> <p>During the course, three written assignments are completed as part of the examination.</p> <p>Non-attending students must write a paper (250 words) in addition to the listening, reading and lexical exercise sections of the final examination.</p> <p>The oral examination consists of:</p> <ul style="list-style-type: none"> <li>- Presentation of your own start-up company</li> </ul> <p>Written exam (ILOs 1.1, 1.2, 1.3, 1.5, 2.2, 2.3, 2.4, 2.6, 2.7, 2.8, 3)</p> <p>Oral exam (ILOs 1.3, 1.4, 1.6, 2.1, 2.5, 3)</p>
<b>Criteri di valutazione</b>	<p>Examination</p> <ul style="list-style-type: none"> <li>• written examination (max. 30 points)</li> <li>• in lectures (max. 10 points)</li> <li>• oral examination (max. 30 points)</li> </ul> <p>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.</p>
<b>Bibliografia obbligatoria</b>	none
<b>Bibliografia facoltativa</b>	none
<b>Altre informazioni</b>	Online materials from newspapers and specialist journals, links to databases and dictionaries are shared with students via the OLE platform.

---

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