Syllabus

Course Description

Course Title	German Foreign Language - Communication and Presentation Skills in Specialized Language
Course Code	30167
Course Title Additional	
Scientific-Disciplinary Sector	GERM-01/C
Language	German
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	Dott. Cristina Algranati, Cristina.Algranati@unibz.it
Teaching Assistant	Dott. Lisa Widmann
Semester	First semester
Course Year/s	1
CP	3
Teaching Hours	30
Lab Hours	30
Individual Study Hours	-
Planned Office Hours	9
Contents Summary	Boost your German to B2 while exploring the language of business and economics — sharpen your skills for study, work, and life!" 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.
Course Topics	The course serves to acquire additional language skills. The focus of the course is on consolidating and expanding general 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. All language skills are practised in the course in order to bring students up to B2 level. The aim of the course is to acquire the following language skills: • Reading: Understanding authentic texts from the field of study as well as challenging texts from everyday life. • Writing: Writing clear and appropriate texts that take into account the style and register of academic German. • Listening: Understanding authentic spoken texts from the field of economics and everyday language (news, reports). • Speaking: Expressing oneself correctly, appropriately and in a differentiated manner in a professional context (dialogical speaking); being able to give short presentations (monological speaking). Topics covered • Job profiles and areas of activity • New forms of work • Application portfolio • Company organisation • Introduction of a new product: market research • Company presentation • Oral and written description of graphics • Presentation techniques (PowerPoint: structure and linguistic aspects)
Keywords	German technical language Job applications Company presentations Presentation techniques Communication
Recommended Prerequisites	German language skills at B1 level
Propaedeutic Courses	
Teaching Format	Great importance is given to the active participation of students, with a focus on learner-centredness. 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' independent work.
Mandatory Attendance	-

Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 – Knowledge and Understanding ILO 1.1 specialist texts related to the economics and management of tourism, sport, and event organizations ILO 1.2 advanced and specialized vocabulary that can be used both in written texts and in academic conversation ILO 1.3 methods for effectively designing professional presentations ILO 1.4 fundamentals of intercultural rhetoric ILO 1.5 how to prepare a cover letter and a curriculum vitae ILO 1.6 preparation for an effective job interview ILO 2 – Applying Knowledge and Understanding ILO 2.1 understanding cultural diversity in verbal and non-verbal communication ILO 2.2 effective written communication in everyday business settings, taking different cultural aspects into consideration ILO 2.3 expressing complex concepts and events correctly using tourism-, sport-, and event-specific terminology ILO 2.4 understanding and using both academic and popular publications and information sources ILO 2.5 communicating professionally and presenting in front of peers or the general public ILO 2.6 interpreting and reporting on academic texts ILO 2.7 writing academic texts ILO 2.8 basic concepts that are useful for attending courses in economics, business administration, and public administration ILO 3 – Communication Skills ILO 3.1 Graduates of the Bachelor in Tourism, Sport and Event Management will develop communication and presentation skills to explain, discuss, and summarize the complex, interdisciplinary issues of the tourism, sport, and event sectors in a professional environment ILO 3.2 Graduates of this Bachelor program will have developed excellent communication skills in at least three languages, and elementary language skills in a fourth language ILO 3.3 The educational activities in the first year include courses in all three official languages of instruction, focusing on

	communication and presentation strategies and techniques, as well as on acquiring additional skills related to the cultural context of each language. The second year includes a language course in a fourth language. Case studies, projects, and exercises within the courses, along with written examinations at the end of each course, further contribute to the development of students' communication skills ILO 3.4 At the end of their studies, the Bachelor thesis offers students an excellent opportunity to integrate their acquired subject knowledge and communication skills into a document that represents the completion of their Bachelor program. ILO 3.5 Achievement of this objective is assessed through written examinations, group work, assignments, presentations of case studies and projects, as well as through the final thesis
Specific Educational Objectives and Learning Outcomes (additional info.)	Knowledge and understanding • Of specialist texts in the field of economics and business management in tourism, sport and events. • Advanced specialist vocabulary for both written texts and oral conversation in an academic context. • Methods for creating professional and effective presentations • Basic knowledge of intercultural rhetoric • Methods for writing a cover letter and CV; • Methods for preparing for an effective job interview Applying knowledge and understanding • Understanding cultural differences in both verbal and non-verbal communication • Efficient written communication in normal business activities with regard to different cultural aspects • Expressing complex concepts and events in a precise manner, using specific vocabulary from the fields of sport, tourism and event management • Understanding academic and popular science publications and information sources • Presenting professionally to colleagues and the public • Interpreting and summarising scientific texts • Writing academic texts Judgement: • Ability to understand an article in the British press and discuss

	its interpretation. • Ability to use specialist vocabulary in the correct context Communication: • Ability to use the appropriate communication style for the situation, both in spoken and written expression (introducing oneself, presenting a product or a company). Learning strategies: • Ability to improve through independent learning and to keep one's knowledge up to date with the help of online resources.
Assessment	For attending and non attending students: 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. Attending students who write 2 assignments during the course are not required to complete the written production part of the written examination. The assignments carried out during the course are considered part of the written examination for all 3 examination sessions of the current academic year. 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	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. When assessing the written and oral tasks in particular, not only linguistic competence but also communicative skills and strategies are evaluated.
Required Readings	none

Supplementary Readings	DAF im Unternehmen Kurs und Übungsbuch B2 Klett Verlag
Further Information	Materials are made available to students via the OLE platform.
Sustainable Development Goals (SDGs)	Gender equality, Responsible consumption and production, Reduced inequalities, Decent work and economic growth