

# Syllabus

## *Course Description*

<b>Course Title</b>	Foreign Language (German) - Advanced Specialized Language course
<b>Course Code</b>	27332
<b>Course Title Additional</b>	
<b>Scientific-Disciplinary Sector</b>	GERM-01/C
<b>Language</b>	German
<b>Degree Course</b>	Bachelor in Economics and Management
<b>Other Degree Courses (Loaned)</b>	
<b>Lecturers</b>	Dott. Cristina Algranati, Cristina.Algranati@unibz.it
<b>Teaching Assistant</b>	Dott. Lisa Widmann
<b>Semester</b>	Second semester
<b>Course Year/s</b>	2
<b>CP</b>	3
<b>Teaching Hours</b>	30
<b>Lab Hours</b>	30
<b>Individual Study Hours</b>	-
<b>Planned Office Hours</b>	
<b>Contents Summary</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>Course Topics</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>Keywords</b>	<p>German</p> <p>Technical language</p> <p>Start-up companies</p> <p>Corporate philosophy</p> <p>Marketing mix</p>
<b>Recommended Prerequisites</b>	<p>Attendance of the course Basic Language and German Language Skills at B1+ Level</p>
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	<p>Active participation of course participants in teaching activities; partner and group work as important social forms of teaching.</p>
<b>Mandatory Attendance</b>	<p>Attendance not compulsory but strongly recommended</p>
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>Knowledge and understanding (A4b2)</p> <p>Area: Economics</p> <p>Knowledge of the mechanisms underlying effective communication of theoretical and empirical economic arguments in three languages: Italian, German and English</p> <p>Area: Understanding business management</p> <p>Knowledge of the underlying mechanisms for effective communication of theoretical and empirical economic arguments in three languages: Italian, German and English</p> <p>Area: Law</p> <p>Knowledge of the underlying mechanisms for effective</p>

	<p>communication of legal topics in three languages: Italian, German and English</p> <p>Area: Quantitative methods for decision making</p> <p>Knowledge of the mechanisms underlying effective communication of quantitative topics in three languages: Italian, German and English</p> <p>Ability to apply knowledge and understanding (A4b2)</p> <p>Area : Economics</p> <p>Be able to communicate the results of economic analyses prepared according to international professional standards in three languages: Italian, German and English.</p> <p>Area: Understanding business management</p> <p>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>be able to communicate the results of strategic analyses prepared according to international professional standards in three languages: Italian, German and English</p> <p>Field: Law</p> <p>be able to find and use national, European and international legal sources</p> <p>be able to communicate the results of legal analyses prepared according to international professional standards in three languages: Italian, German and English</p> <p>Area: Quantitative methods for decision making</p> <p>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>Communication skills</p> <p>Very good and specialised communication skills in three languages</p> <p>Learning skills</p> <p>Obtaining information to update the constantly changing general and specific reference context</p> <p>Obtaining information from databases, scientific literature, laws and guidelines required in everyday working life</p>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	<p>Acquisition of the following language skills:</p> <ul style="list-style-type: none"> <li>• Reading: Understanding authentic texts from the university environment and the world of business, as well as challenging</li> </ul>

	<p>texts from everyday life;</p> <ul style="list-style-type: none"> <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 as well as dialogues, interviews and lectures on economic topics;</li> <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>Assessment</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 (for students who attend at least 60% of the lessons).</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>
<b>Evaluation Criteria</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>Required Readings</b>	none
<b>Supplementary Readings</b>	none
<b>Further Information</b>	Online materials from newspapers and specialist journals, links to

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	databases and dictionaries are shared with students via the OLE platform.
<b>Sustainable Development Goals (SDGs)</b>	Decent work and economic growth, Partnerships for the goals, Responsible consumption and production, Reduced inequalities