GER 2221-01: Principles of German for Business

MW 3-4:30 p.m. BMC 101

Office Hours: BMC 109 MWF 10:20-11:20 a.m., MW 1:30-2:30 p.m.

By appointment: (410)857-2462 (campus ext. 462) or (410)967-1669

E-mail: mesa@mcdaniel.edu

Course Description: 'Principles of German for Business' (Wirtschaftsdeutsch) introduces intermediate-level students to German business etiquette and various aspects of the German business world. In addition, students will continue to learn and practice communication skills in a context that will promote understanding of and respect for different cultures in the German-speaking world. Listening and speaking activities, grammar review and expansion, and classroom discussion will also provide a sound basis for students planning to work or study in a German-speaking country.

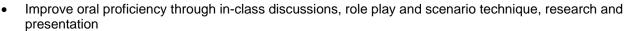


Fall 2007

Dr. Esa

Course objectives:

- Master the mechanics of general business correspondence in German including the resumé, cover letter, quote, offer, confirmation, fax, e-mail, and telephone
- Understand how the work environment in a German-speaking office functions and what is expected
- Learn about sales and marketing, especially how to compose a sales inquiry and an offer, how to interpret German advertisements, and to analyze marketing practices in a German company



- Improve grammatical competence through speaking and writing as well as through specific grammar tasks
- Improve listening comprehension of news stories and authentic business-related materials
- Improve reading comprehension by reading authentic texts from various German economic magazines.

Required Texts and Reading Materials

- Michael Habeger: Deutsch im Berufsalltag. 3rd Edition. Thomson Heinle: 2006
- German-English/ English-German Dictionary (Bookstore)

Academic Integrity: Please keep in mind that language learning is a long-term process, and you will make mistakes from time to time. As your instructor, I am here to help you improve your language skills. Ultimately, it is your duty to learn and improve your German. All work in this class must reflect YOUR OWN work. Plagiarism is using another person's words or ideas in a direct or indirect way without proper acknowledgment. Whenever using two or more important words, they must be placed in quotation marks. Unless otherwise noted, the only outside help for graded assignments allowed is from your instructor, spell checker, grammar books and dictionaries. Unauthorized help from tutors, other instructors, or any speaker of German will be treated as cheating. Using online translation packages (such as Babelfish or Lycos) are also NOT allowed. Therefore, the Honor Code will be strictly enforced. Students must write out and sign the honor pledge at the end of all assignments, tests and essays. The honor pledge is posted in every classroom.

Please join the German Club and/or support it and the German House by attending cultural events sponsored by both.

Changes to all aspects of this syllabus are at the discretion of the instructors.

We reserve the right to amend the terms and conditions of this syllabus as we see fit at any point during the semester.



Daily preparation & participation	10%	Grading Scale:	C+ 77 – 79%	
Homework	25%	A+ 97 – 100% A 93 – 96%	C 73 – 76% C- 70 – 72%	
Tests	30%	A- 90 – 92%	D+ 67 – 69%	
2 Presentations	15%	B+ 87 - 89% B 83 - 86%	D 63 – 66% D- 60 – 62%	
Final Exam	20%	B- 80 – 82%	F Below 60%	5
TOTAL	100%			A

Requirements

Attendance is mandatory. Two (2) unexcused absences will lower the final grade by 2%, three (3) by 4% and so on. Excused absences are at the discretion of the instructor. Absences caused by college related activities or religious holidays are only excused if the instructor is made aware of them **in advance**. Please provide a written excuse for each class hour missed.

Daily Preparation & Class participation: Daily preparation and active participation in class are crucial for improving your language skills. Please read all required pages for each class hour, study the vocabulary, and prepare the exercises assigned. Be active in class. Speak up, speak out, throw your hat into the ring! **"Use it or lose it!"** Your <u>participation-grade</u> is based on the following evaluation:

- A shows total preparation; original comments and constant references to assigned materials;
- B noteworthy oral participation, with full understanding of the material/ participates voluntarily often;
- C participates once in a while/ participates by request only;
- D present, but no participation;
- F absent.

Homework Assignments: Homework will include assigned exercises in the grammar part ((pages G1-G51) and the "Praktische Übungen" (pages Ü1-Ü32) of the book as well as some essays (Aufsätze) of various length. Due dates are on the syllabus. The essays will be graded on quality of the content, use of vocabulary, grammatical accuracy, and comprehensibility. You will write the essays twice. I will read your first drafts and return them to you with suggestions and comments. Your corrections should incorporate my suggestions. The final grade for the essays is the average of both drafts. If you miss the first deadline for the essays, you'll lose the chance to rewrite them.

Tests: You will have 3 tests (Klausuren) based on the material studies in each segment and on the grammar part of the book. Missed tests may not be made up, and will be recorded as zeros unless a valid excuse is presented to the instructor.

Presentations: Each student will be expected to give two oral presentations:

- 1. Rollenspiele: You will work with another student in the class and will choose to role play one of the 2 situations described on page 46 (Rollenspiele). You may choose your own situation. However it must fit into the material studied in Segment I. The role plays are scheduled for Monday, October 1.
- 2. Reklame: Each student will choose a German product and then create an advertisement for it. You'll present this advertisement in the class and try to convince your classmates to buy it. Instead of giving an in-class presentation, students can create a film with the ad using a camcorder and editing the film by adding titles, images, music, animation, etc. The individual presentation is scheduled for Monday, December 3.

Final Exam: The final exam will consist of 2 parts:

- 1. Oral Interview: In advance, you will choose a job description in German, and you will
 interview with me (in my role of your prospective employer) for the job. You will need to be
 prepared to talk about your qualifications, experience, etc. The oral part will take place in the
 last week of classes. A sign up sheet will be distributed at the end of the semester.
- 2. The written part will cover all the materials studied in the fall semester. It is scheduled for Monday, December 10th.

Important: Doing your homework (written or otherwise) is absolutely vital. You must be prepared for every class. Read the assigned texts and study the vocabulary prior to the meeting time. A review of grammatical structures will be given when needed. Do not ignore problems. Ask questions. Do not fall behind. Complete all required readings on time. Be active in your group. Send me an e-mail or call me for an extra appointment. **Please keep in mind that you are expected to practice German eight hours per week outside of class.**

Classroom Deportment: In order to have an optimal teaching and learning environment, please keep the following guidelines in mind: arrive promptly and dressed properly for the classroom; treat everyone in the class with courtesy; turn off your cell phones before class; give the instructor your complete attention.

If you have any **special needs**, please share them with your instructor so that he/she may accommodate them as directed by Student Academic Services. Please give your instructor the written notice from that office outlining these accommodations by the end of the first week of classes. Thank you!

Tutoring is available. Hours and name of the tutor will be announced in class.

You must save all graded work until you receive your final grade at the end of the semester.

Viel Spaß und Erfolg!