

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

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Fall 2007

Dr. Esa

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.



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 oral proficiency through in-class discussions, role play and scenario technique, research and presentation
- 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.**



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!