

# GERMAN 3510 BUSINESS GERMAN

Fall 2012

Instructor: Dr. Claudia Schwabe  
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Phone: 435-797-8624

Class hours: M, W, F 1:00-1:50 p.m.  
Class room: Old Main 301  
Office hours: M, W 10:30-11:30 a.m.  
(and by appointment)

## Course Objectives and Goals:

This course offers a comprehensive introduction to business practices in Germany and modern German culture as it determines the nature of business with Germans. We will produce relevant business documentation, such as résumés, cover letters, and other correspondence; investigate aspects of cultural difference and congruence when comparing American and German business practices; develop vocabulary and grammar skills relevant to these practices; and investigate the possibility of interning/working in Germany or for a German company in the United States. Students will acquire the ability to communicate in German in professional business settings and learn the essentials of German business presentations, as well as telephone and business etiquette. Course materials will be drawn from a wide variety of sources, including business and financial periodicals and Web sites, Web-based exercises and assignments, and lectures delivered by the instructor. The goal of the course, then, is to provide: practical information relevant to the practice of business in Germany; an insight into the Federal Republic of Germany as a business location with a social market economy; and information relevant to working for/with German companies. This course will be conducted in German, and the learning environment will be interactive, encouraging students to hone their German skills in a supportive setting.

## Course Gateway:

Much of the administrative business of the class will be conducted online, so you should get in the habit of checking the course Canvas site for updates, news, and occasional chat-format discussions. This is also the central location for all assignments, Web resources, and supplemental materials for your work in the course.

## Teaching Materials:

All teaching materials will be made available in hard copy or on Canvas. The materials stem from a wide variety of sources, including but not limited to the following:

Klett. Unternehmen Deutsch B1&B2, Aufbaukurs Lehrbuch  
ISBN 978-3-12-675745-4

Klett. Unternehmen Deutsch B1&B2, Aufbaukurs Arbeitsbuch  
ISBN 978-3-12-675746-1

Klett. Unternehmen Deutsch B1&B2, Aufbaukurs Wörterheft  
ISBN 978-3-12-675743-0

### **Grading:**

10% Quizzes

10% Newstalk (Oral report on German news)

20% Business presentation (PPT-presentation profiling a German company)

20% Midterm examination

20% Final examination

20% Daily work (including oral participation and homework assignments)

### **Attendance:**

In accordance with USU policies, regular attendance is expected of all students. As this is a fast-paced and group-oriented method of learning, attendance is mandatory. Attendance means physical as well as mental attendance. Planned absences should be discussed with the instructor beforehand. If you need to be absent due to an emergency, please notify me at your earliest convenience. Examples of planned absences that are excused are: university duties or trips and required court attendance. Examples of emergency absences that are excused are: serious illness or injury of the student or a close member of the student's family. Medical excuses have to be signed by a physician. Written documentation for excused absences must be provided at your next attendance. All missed work must be completed and handed into to me within one week from the day you return. It is the responsibility of each student to make up missed material. Please get notes from someone else in the class or talk to me during my office hours.

Students should plan to arrive on time and stay for the duration of the class. I reserve the right to regard constant tardiness (more than twice) as an unexcused absence. Classroom etiquette will be expected (e.g. students will refrain from reading material not related to class and packing up possessions prior to the end of the lecture). Cell phones are to be turned off before class begins (silent not vibrate). If you feel like an exception is necessary, please see me. There will be no laptop computers allowed in class. Students are encouraged to take thorough notes, participate in class discussion, and ask clarifying questions.

### **Homework:**

Homework assignments are part of your final grade. All homework assigned may be collected at any time. Workbook exercises are always due on the following day of class. If you do not hand in your work on the day it is due or asked for it counts as a 0.

**Oral participation:**

Active participation of the student in class is required. Oral practice of the German language is essential to become comfortable with it and the culture. Oral participation also includes repeating, readings, conversations with partners, group debates, role plays, etc.

**News talk:**

Every Friday (starting September) throughout the semester one student will give a summary of recent business, political and/or economic events in the German news. The student's news summary must relate directly to Germany, be reported in German, and should be approximately 7-10 minutes long (note cards allowed but free speech required). The student should prepare a vocabulary handout for the rest of the class. Afterwards the student will be required to answer further questions by me. I will assign the news talk dates to the students.

**Business presentation:**

I expect students to be very well prepared for their business presentations, which should be given in German and in PowerPoint format. Every student will choose a German company and create a 20-minute slideshow presentation including, for example, profile, company history, company structure, products, mission, sales numbers, markets, target customers, vision/future projection, etc. Students should be dressed appropriately on the presentation day and are responsible to schedule their presentation dates with me ahead of time.

**Test and Quizzes:**

There will be absolutely no make-up assignments/quizzes/tests, unless you have a reason you can document. In case of emergency, you are responsible for contacting me prior to the exam. There will be a mandatory written midterm exam on **Wednesday, October 17<sup>th</sup>, 2012** and a final exam on the day and period specified in the university schedule.

**Physical Impairments:**

If a student has any physical disabilities or other concerns that would require some accommodation on the part of the instructor, these must be made known to the instructor during the **FIRST WEEK** of the course. Any request for special concerns must be discussed with and approved by the instructor prior to the completion of the fifth day of the semester. Students with ADA-documented physical, sensory, emotional or medical impairments may be eligible for reasonable accommodations. All accommodations are coordinated through the Disability Resource Center (DRC) in Room 101 of the University Inn, (435)797-

2444 voice, (435)797-0740 TTY, (435)797-2444 VP, or toll free at 1-800-259-2966. Please contact the DRC as early in the semester as possible.

**Honor Code Policy:**

As stated in The Student Code, "Each student has the right and duty to pursue his or her academic experience free of dishonesty. The Honor System is designed to re-enforce the higher level of conduct expected and required of all Utah State University students." Complete academic honesty is expected in this course. Cheating on exams or plagiarism on written assignments will result in a failing grade and may result in further action according to university policy.