GERMAN 3510  BUSINESS GERMAN

Fall 2014

Instructor: Dr. Claudia Schwabe  claudia.schwabe@usu.edu
Class hours:    M, W, F 1:00-1:50 p.m.
Office: Old Main 002D  Office hours: M, W 10:30-11:30 a.m.
Phone: 435-797-8624  (and by appointment)

Class room: Old Main 301

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 (optional)
ISBN 978-3-12-675746-1
Klett. Unternehmen Deutsch B1&B2, Aufbaukurs Wörterheft (optional)
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)

Grading Scale
A (100-93)  A- (92-90)  B+ (88-89)  B (87-83)
B- (82-80)  C+ (79-78)  C (77-73)  C- (72-70)
D+ (69-68)  D (67-60)  F represents a grade below 60

Learning Objectives
Based on the IDEA evaluation system, the following objectives apply most closely to this course:
- Developing skills in expressing oneself orally or in writing
- Gaining factual knowledge (terminology, classifications, methods, trends)
- Acquiring skills in working with others as a member of a team
- Gaining a broader understanding and appreciation of intellectual/cultural activity
  (music, science, literature, etc.)

Semester Outline (Subject to Change):

Week 1: Course Introduction
August 25: Willkommen im Unternehmen
August 27: Die Bundesrepublik Deutschland
August 29: Betriebsbesichtigung

Week 2:
September 1: LABOR DAY (NO CLASS)
September 3: Unternehmen in Deutschland
September 5: Das Geschäftsessen

Week 3:
September 8: Rund um die Firma
September 10: Produktion
September 12: Wirtschaftsbereiche

Week 4:
September 15: Industrieland Deutschland
September 17: Unternehmensstruktur
September 19: Unternehmensgeschichte

Week 5:
September 22: Firmenorganisation
September 24: Krankheitsfall
September 26: Telefonkorrespondenz
Week 6:
September 29: Telefonkorrespondenz
October 1: Geschäftsetikette
October 3: Geschäftsetikette

Week 7:
October 6: Geschäftskorrespondenz (Anfrage)
October 8: Geschäftskorrespondenz (Bestellung & Lieferung)
October 10: Geschäftskorrespondenz (Reklamation)

Week 8:
October 13: Messeplätze
October 15: MIDTERM EXAM
October 16: FRIDAY CLASS SCHEDULE
October 17: FALL BREAK (NO CLASS)

Week 9:
October 20: Sozialwesen & Bildung
October 22: Geldverkehr, Geldwirtschaft
October 24: Die soziale Marktwirtschaft

Week 10:
October 27: Stellenangebot
October 29: Stellenangebot
October 31: Stellenangebot

Week 11:
November 3: Lebenslauf
November 5: Lebenslauf
November 7: Lebenslauf

Week 12:
November 10: Bewerbung
November 12: Bewerbung
November 14: Bewerbung

Week 13:
November 17: Vorstellungsgespräch
November 19: Vorstellungsgespräch
November 21: Vorstellungsgespräch

Week 14:
November 24: Umwelt/Firmenpräsentationen
November 26-28: THANKSGIVING HOLIDAY (NO CLASS)

Week 15:
December 1: Firmenpräsentationen
December 3: Firmenpräsentationen
December 5: Firmenpräsentationen
Week 16: **FINAL EXAM** (Wednesday, 11:30 a.m.-1:20 p.m. in classroom)

**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 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. Excessive unexcused absences (more than three) will result in a lower grade.** 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. 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. 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 15th** and a final exam on **Wednesday, December 10th**.

Physical Impairments
Students with ADA- documented physical, sensory, emotional or medical impairments may be eligible for reasonable accommodations. Veterans may also be eligible for services. All accommodations are coordinated through the Disability Resource Center as early in the semester as possible. In class alternate format materials (braille, large print, digital or audio) are available with advance notice.

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.