

Syllabus

1. Programme information

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|------------------------|---|
| 1.1. Institution | THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES |
| 1.2. Faculty | Business Administration in Foreign Languages |
| 1.3. Departments | Department of Modern Languages and Business Communication |
| 1.4. Field of study | Business Administration |
| 1.5. Cycle of studies | Licence |
| 1.6. Education type | Full-time |
| 1.7. Study programme | Business Administration (in English language) |
| 1.8. Language of study | English |
| 1.9. Academic year | 2019-2020 |

2. Information on the discipline

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|--------------------|--------------------------|--|----------|-------------------------|-------------|-------------------------------|--------------------------|-----------------------------|----------|--|
| 2.1. Name | German language | | | | | | | | | |
| 2.2. Code | 19.0153IF1.1-7.2. | | | | | | | | | |
| 2.3. Year of study | 1 | 2.4. Semester | 1 | 2.5. Type of assessment | Test | 2.6. Status of the discipline | A | 2.7. Number of ECTS credits | 3 | |
| 2.8. Leaders | S(S) | lect.univ.dr. MARDARI ALINA MARIA | | | | | Alina.Mardari@rei.ase.ro | | | |

3. Estimated Total Time

| | | | |
|---|-------|----------|-------|
| 3.1. Number of weeks | 14.00 | | |
| 3.2. Number of hours per week | 2.00 | of which | |
| | | S(S) | 2.00 |
| 3.3. Total hours from curriculum | 28.00 | of which | |
| | | S(S) | 28.00 |
| 3.4. Total hours of study per semester (ECTS*25) | 75.00 | | |
| 3.5. Total hours of individual study | 47.00 | | |
| <i>Distribution of time for individual study</i> | | | |
| Study by the textbook, lecture notes, bibliography and student's own notes | 15.00 | | |
| Additional documentation in the library, on specialized online platforms and in the field | 10.00 | | |
| Preparation of seminars, labs, assignments, portfolios and essays | 10.00 | | |
| Tutorials | 0.00 | | |
| Examinations | 2.00 | | |
| Other activities | 10.00 | | |

4. Prerequisites

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| 4.1. of curriculum | |
| 4.2. of competences | |

5. Conditions

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| for the S(S) | <ul style="list-style-type: none"> • Study material/selection from published material • Use of mobile phones not allowed • After the beginning of the seminar students are not admitted in the room • |
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6. Acquired specific competences

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| CROSS | CT3 | Identification of opportunities for continuous learning and the efficient use of learning resources and techniques for one's development |
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7. Objectives of the discipline

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| 7.1. General objective | Dezvoltarea de competențe de comunicare orală și scrisă, de evaluare și auto-evaluare Developing oral and written communication skills, as well as evaluation and selfevaluation competencies |
| 7.2. Specific objectives | <p>Formarea și dezvoltarea capacității de înțelegere a materialelor de referință (tipuri de texte și documente) din domeniul economic</p> <ul style="list-style-type: none"> • Dezvoltarea de deprinderi de studiu (utilizarea dicționarului de specialitate), de evaluare și auto-evaluare • Dezvoltarea capacității de ascultare activă în situații cotidiene, profesionale, academice • Îmbunătățirea acurateței și fluenței în comunicarea orală și scrisă în context academic și profesional • Dezvoltarea unei atitudini pozitive față de rolul limbii germane ca mijloc de comunicare • Stimularea interesului pentru aspectele interculturale în practica afacerilor în spațiul economic german, în formele și documentele comunicării scrise/scrisori <p>for principles operating in a German business environment</p> |

8. Contents

| 8.1. S(S) | | Teaching/Work methods | Recommendations for students |
|-----------|---|---|--|
| 1 | <p>A Tema 1: Sozialisierung im (Berufs)Alltag Topic 1: Socializing in business Duration: 3 weeks Minimal compulsory bibliography: Becker, N., Braunert, J., Schlenker, W.: Unternehmen Deutsch - Grundkurs. Barcelona, Belgrad u.a.: Klett Sprachen, 2004, p. 9-22 (manual nivel A1-A2)</p> <p>-----</p> <p>B Tema 1 - Sozialisierung im (Berufs)Alltag Topic 1: Socializing in business Duration: 3 weeks Minimal compulsory bibliography: Becker, N., Braunert, J.: Alltag, Beruf & Co. 1, Ismaning: Hueber, 2009, L 1/ p. 6-15</p> | <p>Explanation, presentation, comparison Situational dialogues/Roleplay The German alphabet and basic spelling rules Sensitizing students for intercultural aspects ----- -----</p> <p>Explanation, presentation, comparison Students apply language and grammar structures and pragmatic principles of social interaction in German Situational dialogues, Language and grammar exercises Sensitizing students for intercultural aspects</p> | <p>Students apply language and grammar structures correctly, as well as the pragmatic principles of social interaction in German Students are able to collect and summarize relevant information about a person based on a variety of types of texts ----- Students draw up short dialogues on introducing oneself ----- Students are able to collect and summarize relevant information about a person based on a variety of types of texts Students draw up short dialogues on introducing oneself</p> |

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| 2 | <p>A Tema 2: Kommunikationskontexte im (Berufs)Alltag I (Berufe, Aktivitäten) Topic 2: Communication in a business environment I (professions, activities) Duration: 3 weeks Minimal compulsory bibliography: Becker, N., Braunert, J., Schlenker, W.: Unternehmen Deutsch - Grundkurs. Barcelona, Belgrad u.a.: Klett Sprachen, 2004, p. 23-36</p> <p>-----</p> <p>B Tema Kommunikationskontexte im (Berufs)Alltag I (Zeitplanung, Zeitrelationen, Aktivitäten) Topic 2: Communication in a business environment I (business diary, expressing time, activities) Duration: 3 weeks Minimal compulsory bibliography: Becker, N., Braunert, J.: Alltag, Beruf & Co. 1, Ismaning: Hueber, 2009, L 2/ p.16-25</p> | <p>Activating former knowledge Active listening and interpretation/explanation of everyday contexts/formal – professional Roleplay</p> <p>-----</p> <p>Activating former knowledge Active listening and interpretation/explanation of everyday contexts/formal – professional Language and grammar exercises Roleplay</p> | <p>Students use language and grammar-discourse structures correctly in dialogues about visiting a company Drawing up business diaries</p> <p>-----</p> <p>Drawing up business diaries on everyday activities at work</p> |
| 3 | <p>A Tema 3: Familienebeziehungen Topic 2: Family relationships Duration: 3 weeks Minimal compulsory bibliography: Becker, N Becker, Braunert, J., Schlenker, W.: Unternehmen Deutsch - Grundkurs. Barcelona, Belgrad u.a.: Klett Sprachen, 2004, p. 37-50</p> <p>-----</p> <p>B Tema 3 Kommunikationskontexte im (Berufs)Alltag II (Zeitplanung, informelle Kommunikation) Topic 2: Communication in a business environment II (Planning activities, informal communication) Duration: 3 weeks Minimal compulsory bibliography: Becker, N., Braunert, J.: Alltag, Beruf & Co. 1, Ismaning: Hueber, 2009, L 3/ p. 26-36</p> | <p>Activating former knowledge Presentation and expalnation of family relationships Description (physical aspect, clothes) Sensitizing students for intercultural aspects Development of learner autonomy</p> <p>-----</p> <p>Activating former knowledge on expressing time Developing abilities to express time and temporal relationships The programme of a visit Working with original texts: business cards Language structures and grammar exercises Sensitizing students for intercultural aspects</p> | <p>Students use language and grammar-discourse structures correctly, in adequate communication contexts Students understand and apply the pragmatic rules of informal written communication - on the internet: pronouns used for politeness, formulations used to open/close a discussion</p> <p>-----</p> <p>Students use language and grammar-discourse structures correctly, in adequate communication contexts (dialogues about visit to a company) Students understand and apply the pragmatic rules of social interaction: formulations used to address a person, to open/close a discussion</p> |

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| 4 | <p>A Tema 4: Bedarf, Angebote, Kauf Topic 4: Demand, Offers, Buying Duration: 4 weeks Minimal compulsory bibliography: Becker, N., Braunert, J., Schlenker, W.: Unternehmen Deutsch - Grundkurs. Barcelona, Belgrad u.a.: Klett Sprachen, 2004, p.51-64 -----</p> <p>B Tema 4: Essgewohnheiten. Vorlieben, Abneigungen, Höflichkeitsfloskeln Topic 4: Eating habits, likes, dislikes, polite formulations Duration: 4 weeks Minimal compulsory bibliography: Becker, N., Braunert, J.: Alltag, Beruf & Co.1, Ismaning: Hueber, 2009, L 4/ p. 36-45)</p> | <p>Explanation, practising language structures and grammar exercises Listening activities to practice comparing products with a view to decide to purchase them Working with original texts: the order form ----- --- Activating former knowledge on likes and dislikes about food Language structures and grammar exercises: gastronomic vocabulary Roleplay and dialogue (Eating at the cafeteria) Active listening activities and interpretation/explanation of everyday/formal contexts Sensitizing students for intercultural aspects: eating habits in the German speaking environment (Germany, Austria, Switzerland)</p> | <p>Students use language and grammar-discourse structures correctly, in adequate communication contexts Constructing short written messages as e mails Students construct communication situations – offers, enquiring for products, asking for services ----- Students use language and grammar-discourse structures correctly, in adequate communication contexts Constructing short dialogues on groceries and what they like to eat</p> |
| 5 | <p>Evaluare sumativa Summative Evaluation Duration: 1 week</p> | <p>Evaluation of acquired knowledge and of developed skills Discussion of the test results, feedback from the teacher Feedback from the students on their own and on group activity during the semester</p> | <p>Revision of the subject matter studied during the semester with a view to the final test.</p> |

Bibliography

- Macaire, Dominique / Nicolas, Gerd, Wirtschaftsdeutsch für Anfänger. Grundstufe, Stuttgart: Ernst Klett International , - Edition Deutsch, 2000
- Macaire, Dominique / Nicolas, Gerd, Wirtschaftsdeutsch für Anfänger. Grundstufe, Zusatzübungen. Stuttgart: Ernst Klett Internationa, Edition Deutsch, 2000
- Reimann, M, Grundstufen-Grammatik, 3. Auflage, Ismaning, Huebe, 2000
- Călugărița, A./Danciu, C, Gramatica limbii germane, CORINT, Bucuresti, 2008, România
- Leca, M, Dicționar de termeni economici german-român, Polirom, Iasi, 2001

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

Permanent contact with representatives of the GoetheInstitut Bucharest and the DAAD/ASE Lectorate

10. Assessment

| Type of activity | Assessment criteria | Assessment methods | Percentage in the final grade |
|---------------------------------------|--|--|-------------------------------|
| 10.1. S(S) | • Seminar attendance | - Formative and summative evaluation among students and by the teacher | 20.00 |
| 10.2. S(S) | • Active participation during the seminar | - Formative and summative evaluation among students and by the teacher | 10.00 |
| 10.3. S(S) | • Active participation during the seminar | - Formative and summative evaluation among students and by the teacher | 20.00 |
| 10.4. Final assessment | • Verificare orala | <ul style="list-style-type: none"> • Demonstrating efficient communication skills in a business and academic environment • Giving an oral presentation/drawing up a presentation about oneself - basic information on family, profession, leisure activities | 50.00 |
| 10.5. Modality of grading | Whole notes 1-10 | | |
| 10.6. Minimum standard of performance | <ul style="list-style-type: none"> • Demonstrating efficient communication skills in a business and academic environment • Giving an oral presentation/drawing up a presentation about oneself - basic information on family, profession, leisure activities | | |

Date of listing,
08/08/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,