

# Syllabus

## 1. Programme information

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

2.1. Name	<b>Communication in business (German language)</b>									
2.2. Code	<b>19.0153IF1.2-7.2.</b>									
2.3. Year of study	<b>1</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Test</b>	2.6. Status of the discipline	<b>A</b>	2.7. Number of ECTS credits	<b>2</b>	
2.8. Leaders	S(S)	<b>lect.univ.dr. MARDARI ALINA MARIA</b>					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)	50.00		
3.5. Total hours of individual study	22.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	10.00		
Additional documentation in the library, on specialized online platforms and in the field			
Preparation of seminars, labs, assignments, portfolios and essays			
Tutorials			
Examinations	2.00		
Other activities	10.00		

## 4. Prerequisites

4.1. of curriculum	
4.2. of competences	

## 5. Conditions

for the S(S)	<ul style="list-style-type: none"> <li>• Rooms equipped with audio equipment/PC, board</li> <li>• Study material/selection from published material</li> <li>• Use of mobile phones not allowed</li> <li>• After the beginning of the seminar students are not admitted in the room</li> </ul>
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## 6. Acquired specific competences

CROSS	CT1	Application of professional ethics principles, norms and values in one's strategy for rigorous, efficient and responsible work
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## 7. Objectives of the discipline

7.1. General objective	Developing oral and written communication skills, as well as evaluation and selfevaluation competencies
7.2. Specific objectives	<ul style="list-style-type: none"> <li>• Dezvoltarea capacității de a înțelege natura materialelor de referință privind corespondența de afaceri (documente de afaceri, structura și organizarea textului, vocabularul de afaceri) Stimularea interesului pentru aspectele interculturale în afaceri în comunicarea scrisă Stimularea studenților studenți interes</li> </ul>

## 8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	<p><b>B</b></p> <p>Tema 1: Raum, Zeit, Bewegung. Lokalisierung vs. Orientierung Topic 1: Place, Time, Movement. Finding one's way/ Asking for directions Duration: 3 weeks Minimal compulsory bibliography: Becker, N., Braunert, J.: Alltag, Beruf &amp; Co. 1, Ismaning: Hueber, 2009, L 5/ p. 46-55</p> <p>Tema 2: Brauchen-Haben-Kaufen Zeit- Raum- Häufigkeit -Mengen. Topic 2: Needing-Having-Buying. Time-Place-Frequency-Quantities Duration: 3 weeks Minimal compulsory bibliography: Becker, N., Braunert, J.: Alltag, Beruf &amp; Co. 1, Ismaning: Hueber, 2009, L 6 / p. 58-65</p>	<p>Activating former knowledge on public transport Listening activities with a view to train students for understanding public messages Working with original texts (reading the train timetable) Group activity/Case study – how does one get to city ...? Activating former knowledge about names of goods and numbers (for quantity, time), transport Introducing and practising language and discourse structures (letter, e mail, telephone conversation) in a given context Listening activities for extracting information Sensitization to intercultural aspects</p>	<p>Students use language and grammar structures for orientation in space correctly Students understand and use the tense PERFEKT (auxiliaries, participle) correctly when producing texts (giving an account, describing) Students use language and grammar structures for ways to get around town correctly Making short dialogues about ways of getting around/means of transport Devising short oral/written messages (e mail) to order various products</p>

2	<p>A Tema 2: Zeit- Raum- Häufigkeit -Mengen. Firmenprofil. Aktivitäten und Personen charakterisieren Topic 2: Place, Time, Frequency- Quantities. Company Profile. Characterizing persons and activities Duration: 4 weeks Minimal compulsory bibliography: Becker, N., Braunert, J., Schlenker, W.: Unternehmen Deutsch - Grundkurs. Barcelona, Belgrad u.a.: Klett Sprachen, 2004, L6, p.72-92 ----- B Tema 3: Transportmittel und Reiserouten. Topic 3: Means of Transport and Travelling routes Duration: 3 weeks Minimal compulsory bibliography: Becker, N., Braunert, J.: Alltag, Beruf &amp; Co. 1, Ismaning: Hueber, 2009, L 7/ p. 66- 75</p>	<p>Listening activities for extracting information Explanation of specialized vocabulary (company chart, numbers, frequency, space) Developing learner autonomy – learning by discovering Sensitization to intercultural aspects Activating former knowledge For public transportation and finding one’s way Listening activities for information selection about finding one’s way/transport in town Introduction and practice of language and discourse structures in the given context</p>	<p>Students use acquired language and grammar structures for correctly and in appropriate contexts Making short presentations of companies and their organization charts Devising activity plans Students use acquired language and grammar structures for correctly and in appropriate communication contexts</p>
3	<p>A Tema 3: Arbeitsangebote, Arbeitgeber Firmen vergleichen Topic 3: Job offers, Employers, Comparing companies Duration: 3 weeks Minimal compulsory bibliography: Becker, N., Braunert, J., Schlenker, W.: Unternehmen Deutsch - Grundkurs. Barcelona, Belgrad u.a.: Klett Sprachen, 2004, L7, p. 93-106 ----- B Tema 4 Aktivitätsplanung im Beruf: Termine Topic 4: Planning activities at the workplace Duration: 4 weeks Minimal compulsory bibliography: Becker, N., Braunert, J.: Alltag, Beruf &amp; Co. 1, Ismaning: Hueber, 2009 L 8 /p. 76-85/</p>	<p>Activating former knowledge Listening activities and identification /comparing information Working with original texts (job offers) applying reading strategies Sensitization to intercultural aspects Activating former knowledge on time and space Listening activities for selection of differentiated information Language and grammar exercises</p>	<p>Students use acquired language and grammar structures for correctly and in appropriate communication contexts Students select information from job offers Students present pros and cons advantages and disadvantages of a workplace Students use acquired language and grammar structures for correctly and in appropriate communication contexts Drawing up short plans for everyday activities</p>
4	<p>Summative Evaluation Duration: 1 week</p>	<p>Evaluation of acquired knowledge and 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 2nd semester with a view to the final test.</p>

5	<p><b>B</b>  Tema 1:  Raum, Zeit, Bewegung.  Lokalisierung vs. Orientierung  Topic 1: Place, Time, Movement. Finding one's way/ Asking for directions  Duration: 3 weeks  Minimal compulsory bibliography:  Becker, N., Braunert, J.: Alltag, Beruf &amp; Co. 1, Ismaning: Hueber, 2009, L 5/ p. 46-55  Tema 2:  Brauchen-Haben-Kaufen  Zeit- Raum- Häufigkeit -Mengen.  Topic 2: Needing-Having-Buying. Time-Place-Frequency-Quantities  Duration: 3 weeks  Minimal compulsory bibliography:  Becker, N., Braunert, J.: Alltag, Beruf &amp; Co. 1, Ismaning: Hueber, 2009, L 6 / p. 58-65</p>	<p>Activating former knowledge  on public transport  Listening activities with a view to train students for understanding public messages  Working with original texts (reading the train timetable)  Group activity/Case study – how does one get to city ...?  Activating former knowledge  about names of goods and numbers (for quantity, time), transport  Introducing and practising language and discourse structures (letter, e mail, telephone conversation) in a given context  Listening activities for extracting information  Sensitization to intercultural aspects</p>	<p>Students use language and grammar structures for orientation in space correctly  Students understand and use the tense PERFEKT (auxiliaries, participle) correctly when producing texts (giving an account, describing)  Students use language and grammar structures for ways to get around town correctly  Making short dialogues about ways of getting around/means of transport  Devising short oral/written messages (e mail) to order various products</p>
6	<p><b>A</b>  Tema 2:  Zeit- Raum- Häufigkeit -Mengen.  Firmenprofil. Aktivitäten und Personen charakterisieren  Topic 2:  Place, Time, Frequency- Quantities. Company Profile. Characterizing persons and activities  Duration: 4 weeks  Minimal compulsory bibliography:  Becker, N., Braunert, J., Schlenker, W.: Unternehmen Deutsch - Grundkurs. Barcelona, Belgrad u.a.: Klett Sprachen, 2004, L6, p.72-92  -----  <b>B</b>  Tema 3:  Transportmittel und Reiserouten.  Topic 3:  Means of Transport and Travelling routes  Duration: 3 weeks  Minimal compulsory bibliography:  Becker, N., Braunert, J.: Alltag, Beruf &amp; Co. 1, Ismaning: Hueber, 2009, L 7/ p. 66- 75</p>	<p>Listening activities for extracting information  Explanation of specialized vocabulary (company chart, numbers, frequency, space)  Developing learner autonomy – learning by discovering  Sensitization to intercultural aspects  Activating former knowledge  For public transportation and finding one's way  Listening activities for information selection about finding one's way/transport in town  Introduction and practice of language and discourse structures in the given context</p>	<p>Students use acquired language and grammar structures for correctly and in appropriate contexts  Making short presentations of companies and their organization charts  Devising activity plans  Students use acquired language and grammar structures for correctly and in appropriate communication contexts</p>
7	<p><b>A</b>  Tema 3:  Arbeitsangebote, Arbeitgeber Firmen vergleichen  Topic 3:  Job offers, Employers, Comparing companies  Duration: 3 weeks  Minimal compulsory bibliography:  Becker, N., Braunert, J., Schlenker, W.: Unternehmen Deutsch - Grundkurs. Barcelona, Belgrad u.a.: Klett Sprachen, 2004, L7, p. 93-106  -----  <b>B</b>  Tema 4  Aktivitätsplanung im Beruf: Termine  Topic 4:  Planning activities at the workplace  Duration: 4 weeks  Minimal compulsory bibliography:  Becker, N., Braunert, J.: Alltag, Beruf &amp; Co. 1, Ismaning: Hueber, 2009 L 8 /p. 76-85/</p>	<p>Activating former knowledge  Listening activities and identification /comparing information  Working with original texts (job offers) applying reading strategies  Sensitization to intercultural aspects  Activating former knowledge  on time and space  Listening activities for selection of differentiated information  Language and grammar exercises</p>	<p>Students use acquired language and grammar structures for correctly and in appropriate communication contexts  Students select information from job offers  Students present pros and cons advantages and disadvantages of a workplace  Students use acquired language and grammar structures for correctly and in appropriate communication contexts  Drawing up short plans for everyday activities</p>

8	Summative Evaluation Duration: 1 week	Evaluation of acquired knowledge and 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	Revision of the subject matter studied during the 2nd semester with a view to the final test.
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### **Bibliography**

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

## **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)			50.00
10.2. Final assessment	•		50.00
10.3. Modality of grading	Whole notes 1-10		
10.4. Minimum standard of performance	<ul style="list-style-type: none"> <li>• Making a presentation about a company and its activity/Advantages and disadvantages of a work place/of an employer</li> <li>• Demonstrating efficient communication skills in a business and academic environment</li> </ul>		

Date of listing,  
08/08/2022

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,