

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 German language)
1.8. Language of study	German
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	German language								
2.2. Code	19.0155IF1.1-0006								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Test	2.6. Status of the discipline	O	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

4.1. of curriculum	
4.2. of competences	

5. Conditions

for the S(S)	<ul style="list-style-type: none">•Rooms equipped with audio equipment/PC, board•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

CROSS	CT3	Identification of opportunities for continuous learning and the efficient use of learning resources and techniques for personal development
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7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none">• Development of competencies for written and oral communication in business English, evaluation and self-evaluation
7.2. Specific objectives	<p>Dezvoltarea capacității de înțelegere a specificului materialelor de referință din domeniul corespondenței de afaceri (tipuri de texte, documente de afaceri, structura și organizarea textului, stilul de redactare, terminologie)</p> <ul style="list-style-type: none">•Stimularea interesului pentru aspectele interculturale în practica afacerilor, în formele și documentele comunicării scrise/scrisori•Stimularea interesului pentru principiile de acțiune în mediul de afaceri în spațiul economic de limba germană

8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	<p>Topic 1 Socializing in business Duration: 5 weeks Basic compulsory bibliography</p>	<p>Activating former knowledge Intensive and extensive listening activities to obtain information Acquiring skills for interaction in a multicultural environment Methods to analyze /use business terminology Roleplay</p>	<p>When communicating, students use vocabulary and grammar patterns correctly Correct application of pragmatic rules and principles when interacting orally. Capacity for self-information / research from various media and extracting information on the given topic</p>
2	<p>Topic 2: I can give a presentation Duration: 3 weeks Minimal compulsory bibliography:</p>	<p>Activating former knowledge Analyzing presentation techniques (ways of organizing the presentation, language and nonverbal, persuasion techniques) Roleplay</p>	<p>When communicating students apply language and grammar structures correctly Practicing of presentation techniques/ presentation on a given topic as groupwork / whole class</p>
3	<p>Topic 3: Around the Company Duration: 5 weeks Minimal compulsory bibliography:</p>	<p>Acquiring skills for interaction in a multicultural environment Roleplay 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 Feedback din partea studenților privind activitatea proprie și de grup desfășurată pe parcursul semestrului Feedback from the students on their own and on group activity during the semester</p>	<p>When communicating students correctly apply language and grammar structures appropriate for this topic Ability to summarize information in statistics and graphs Capacity for self-information / research from various media and extracting information on the given topic Revision of the topics learnt during the semester in view of the final test</p>

Bibliography

- Eismann, V, Wirtschaftskommunikation , Langenscheidt, München, 2000, Germania
- Buhlmann, R., Fearn, A., Leimbacher, E., , Wirtschaftsdeutsch von A bis Z, Langenscheidt, Berlin/München, 1995, Germania
- Leca, M, Dicționar de termeni economici german-român, Polirom, Iasi, 2001, România
- Die WirtschaftsWoche, Die WirtschaftsWoche, www.wiwo.de
- MARKT, MARKT, <http://www.goethe.de/lrn/prj/mol/deindex.htm>
- Riegler-Poyet, M., Straub B., Thiele P., , Das Testbuch Wirtschaftsdeutsch , Langenscheidt, Berlin, 2008, Germania

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)	Attendance	- Formative and summative evaluation among students and by the teacher	10.00
10.2. S(S)	Active participation during the seminar	- Evaluation of oral and written communication competencies, specific of the business context	20.00
10.3. S(S)			
10.4. Final assessment	• Verificare orala	-Evaluation of oral communication competencies, specific of the business context	70.00
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance	Demonstrating efficient communication skills in a business and academic environment Mastering and correctly using language and grammar structures in communication Giving an oral presentation Writing a company presentation		

Date of listing,
05/12/2021

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,