

COURSE TITLE		Business German					
Code	EUAB04	Year of study	3				
Course teacher	Anita Barač, lecturer	Credits (ECTS)	5				
Associate teachers	--	Type of instruction (number of hours)	P	S	V	T	
			26	0	26	0	
Status of the course	Elective	Percentage of application of e-learning	50%				
COURSE DESCRIPTION							
Course objectives	The aim of the course is to provide students with theoretical and practical knowledge which will enable them to communicate competently in the international business environment, to master the terminology related to types of business organizations and their business activities and to use the field-specific terminology of marketing, tourism, hospitality and management.						
Course enrolment requirements and entry competences required for the course	<ul style="list-style-type: none"> • Course enrolment requirements are set by the Faculty's Statute and the Regulations of the core curriculum and studies. • Entry competencies English language competence at A2 level (CEFR) and computer skills (Microsoft Office suite). 						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>LEARNING OUTCOME OF THE COURSE: Communicate effectively on target topics in the business context at B2 level.</p> <p>INDIVIDUAL LEARNING OUTCOMES:</p> <ol style="list-style-type: none"> 1. Identify cultural similarities and differences in international business contexts. 2. Use the terminology related to different types of business organizations. 3. Use the basic terminology of management, marketing, tourism and hospitality; create and deliver a marketing presentation. 4. Identify and apply specific terminology in selected readings. 5. Apply critical thinking skills using analysing, synthesising, predicting and deducing, categorising information in spoken and written texts. 6. Use reference literature for improving one's language skills and competencies. 						
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Seminars				
	Topics	Hrs	Topics	Hrs			
	1. Begrüßung und Vorstellung	2	1. Kunden begrüßen 2. Seinen Beruf mündlich und schriftlich vorstellen	2			
	2. Arbeitsumgebung	2	1. Ratschläge verstehen und geben 2. Regelungen, Formalitäten und Anweisungen verstehen	2			
	3. Sich bewerben um eine neue Stelle	2	1. Eine Stellenanzeige, ein Anschreiben und Vorstellungsgespräch verstehen 2. Anschreiben verfassen, Vorstellungsgespräch führen	2			
4. Arten von Geschäftsbriefen	2	1. Anfrage, Bestellung, Einladung schreiben 2. Angebot, Auftrag,	2				

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		Mahnschreiben verfassen	
5. Besprechungen	2	<ol style="list-style-type: none"> 1. Eine Besprechung und ein Protokoll verstehen und verfassen 2. An einer Besprechung teilnehmen 	2
6. Vertretung	2	<ol style="list-style-type: none"> 1. Einen Vertreter stellen 2. Anweisungen geben und darauf reagieren 3. Sich mit Kollegen beraten 4. Termine absagen und verschieben 5. Sich erkundigen / weiterverbinden <p>Eine Beschwerde beantworten</p>	2
7. Unternehmen Rechtsformen von Gesellschaften	2	<ol style="list-style-type: none"> 1. Unternehmensstrukturen verstehen 2. Werbeaussagen eines Unternehmens verstehen 3. Ein Beratungsgespräch verstehen und führen 4. Arten von Gesellschaften 4. Grammatik 	2
8. Preliminary exam	2		
9. Reklamation	2	<ol style="list-style-type: none"> 1. Kunden beraten und über Waren informieren 2. Eine Anfrage verstehen und ein Angebot erstellen 3. Telefonisch reklamieren und auf eine Reklamation reagieren 	2
10.Kaufvertrag	2	<ol style="list-style-type: none"> 1. Einen Kaufvertrag verstehen 2. Einen Kaufvertrag mit allen nötigen Angaben und Bedingungen verfassen 	2
11.Bestellung	2	<ol style="list-style-type: none"> 1. Ein Angebot nachverhandeln 2. Eine Bestellung schreiben 3. Über Transportwege und Lieferbedingungen sprechen 4. Den Versand organisieren 	2
12.Transportversicherung und Lieferbedingungen	2	<ol style="list-style-type: none"> 1. Lieferbedingungen verstehen und schreiben 2. Incoterms verstehen 3. Ein Versicherungsvertrag verstehen 	2
13.Geschäftskredit Betriebsrat	2	<ol style="list-style-type: none"> 1. Ein Bankgespräch verstehen und führen 2. Auskünfte über einen 	2

					3. Geschäftskredit einholen Ein Mahnschreiben verfassen	
	14. Betriebsrat	2			1. Urlaubs- und Überstundenregelungen verstehen 2. Eine Bekanntmachung verstehen und schreiben 3. Ein Gespräch mit dem Betriebsrat führen	2
	15. Preliminary exam	2				
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> other			
Student responsibilities	<p>Course/grade requirements:</p> <p>Regular class attendance (at least 70% for full-time students and 50% for part-time students). Completion of four comprehensive writing assignments and regular submission of writing assignments on Moodle within agreed deadlines.</p> <p>Each student is required to deliver a short talk accompanied by a .ppt presentation. Students select among topics suggested by the course lecturer at the beginning of the semester. Marking criteria for the talk are determined by a pre-defined presentation evaluation form. Peer evaluation is also applied as an additional criterion. The final grade is the arithmetic mean of the grades for writing assignments and the grade obtained by the short talk.</p>					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1	Research		Practical training	
	Experimental work		Report		Individual work on assignments	1
	Essay		Seminar essay		(Other)	
	Tests		Oral exam		(Other)	
	Written exam	3	Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>COMPREHENSIVE WRITTEN EXAM: Mandatory for students who do not pass both progress tests. Students sit for the writing exam during the regular examination periods. Passing grade is obtained with a minimum of 50% of the total test score.</p> <p>SPEAKING EXAM: Only for students who wish to achieve a higher grade from the one awarded at the written exam/progress tests. Speaking exams are taken during the regular examination period by appointment with the course lecturer. Speaking exams cannot replace writing exams/progress tests.</p> <p>EXAM IN FRONT OF THE EXAMINATION PANEL: Both oral and written. Student has to achieve a minimum of 30% of correct answers at the writing exam to be allowed to take the exam in front of the examination panel.</p>					
Required literature (available in the	Title			Number of copies in	Availability via other media	

library and via other media)		the library	
	Müller, Annette / Schlüter, Sabine: IM BERUF, Deutsch als Fremd- und Zweitsprache, Niveaustufe B1+/B2, Kursbuch, Hueber Verlag, 2014.		
	Jurišić, Vesna: KOMMUNIZIEREN IN DER GESCHÄFTSWELT, Neubearbeitung, Ekonomski fakultet Split, 2004.		
Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none"> • Hagner, Valeska / Schlüter, Sabine: IM BERUF, Deutsch als Fremd- und Zweitsprache, Niveaustufe B1+/B2, Arbeitsbuch, Hueber Verlag, 2014. • Jurišić, Vesna: DEUTSCH-KROATISCHES KLEINES WIRTSCHAFTSWÖRTERBUCH, Ekonomski fakultet Split, 2005. • Rodek, Snježana / Kosanović, Jasenka: NJEMAČKO-HRVATSKI POSLOVNI RJEČNIK, Massmedia, Zagreb, 2004. • Hansen-Kokoruš, Renate / Matešić, Josip / Pečur-Medinger, Zrinka / Znika, Marija: DEUTSCH-KROATISCHES UNIVERSALWÖRTERBUCH, Nakladni zavod Globus, Institut za hrvatski jezik i jezikoslovlje, Zagreb, 2005. • Brandić, Damjan: DEUTSCH-KROATISCHES WIRTSCHAFTS- UND RECHTSWÖRTERBUCH (Njemačko-hrvatski gospodarski i pravni rječnik), Informator, 1996. 		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Registering students' activity and success in carrying out their duties (lecturer) • Monitoring lectures and practice hours (Vice-Dean for Academic Affairs) • Students' performance analysis in each course (Vice-Dean for Academic Affairs) • Students' questionnaire on the quality of the course lecturer and classes (University of Split, Quality Assurance Centre) • Examination is the instrument used to evaluate individual course outcomes by the course lecturer. The exam contents may be assessed periodically by the Vice-Dean for Academic Affairs in order to establish the adequacy of the testing methods. 		
Other (as the proposer wishes to add)	Language of instruction is German.		