

LC2512: GERMAN FOR BUSINESS

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

German for Business

Subject Code

LC - CFML CSL Language Centre

Course Number

2512

Academic Unit

CFML CSL Language Centre (LC)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Other Languages

Other Languages for Medium of Instruction

German supplemented by English

Medium of Assessment

Other Languages

Other Languages for Medium of Assessment

German supplemented by English

Prerequisites

LC2501/LT2501/CLA2501 German 1; or
LC2506/LT2506/CLA2506 Intensive German 1 and 2

Precursors

Nil

Equivalent Courses

LT2512/CLA2512/CLA3512/EN2881 German for Business

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is designed to help students communicate orally or in writing in a German, Austrian or Swiss business environment. Upon completion of the course, students will be aware of cross-cultural issues and business practices in the German speaking world, and they will be able to successfully communicate in German with colleagues and business partners at an intermediate level. By the end of the course students should have reached Level A1.1-A1.2 of the Common European Framework of Reference for Languages (CEFR).

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Communicate orally in a German language business environment at Level A1 - A1.2 of the Common European Framework of Reference for Languages (CEFR).		x	x	x
2	Communicate in writing in a German language business environment at Level A1 - A1.2 of the CEFR.			x	x
3	Demonstrate listening and reading comprehension of business-related German at Level A1 - A1.2 of the CEFR.		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1		Students develop business-related speaking and listening skills through discussions and role play in groups, pairs and through individual activities.	1, 3	
2		Students will produce effective writing such as basic business emails and short memos.	2	

3		Students will read and examine simple business interactions in pairs or individually.	3	
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Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Oral Test	1	20
2	Writing, Reading & Listening Test 1 (Mid-term)	2, 3	20
3	Writing, Reading & Listening Test 2	2, 3	50
4	Class Participation	1, 2, 3	10

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

1. Oral Test

Criterion

Demonstrating an ability to speak and interact in the target language in a business setting using appropriate grammatical features and vocabulary, and an ability to produce target language utterances with accurate pronunciation. Applying conversation skills at Level A.1-A1.2 of the Common European Framework of Reference for Languages (CEFR).

Excellent (A+, A, A-)

The student speaks very clearly with appropriate intonation/accent and mistakes never impede comprehension; no or few grammar and/or sentence structure mistakes; engaged in the conversation, answering questions without hesitation.

Good (B+, B, B-)

The student speaks clearly with mostly appropriate intonation /accent and mistakes may occasionally impede comprehension; some grammar and/or sentence structure mistakes; engaged in the conversation, answering questions with occasional hesitation.

Fair (C+, C, C-)

The student speaks generally clearly with generally appropriate intonation/accent, but mistakes occasionally impede comprehension; somewhat frequent grammar and/or sentence structure mistakes; engaged in the conversation, answering questions with occasional hesitation.

Marginal (D)

The student speaks occasionally clearly with mostly inadequate intonation/accent, and mistakes often impede comprehension; frequent grammar and/or sentence structure mistakes; shows little engagement in the conversation and answers questions with frequent hesitation.

Failure (F)

The student speaks unclearly with inadequate intonation/accent and mistakes very frequently impede comprehension; extremely frequent grammar and/or sentence structure mistakes; shows no engagement in the conversation and answers questions with very frequent hesitation or no response at all.

Assessment Task

2. & 3. Writing, Reading & Listening Tests 1 & 2

Criterion

Demonstrating an ability in the target language to:

- i) to write in a business setting using appropriate grammatical features and vocabulary;
- ii) read and understand a simple text; and
- iii) understand business-related spoken texts at Level A.1-A1.2 of the CEFR.

Excellent (A+, A, A-)

- The student demonstrates understanding of, and ability to apply, almost all of the grammar structures and vocabulary covered in class to write a document related to business in German with few mistakes.
- The student is able to read a business document (memo, report, email) in German, understand its content and correctly answer questions referring to this text.
- The student is able to listen to a short-spoken dialogue in German related to a business matter and accurately transcribe its content.

Good (B+, B, B-)

- The student demonstrates understanding of, and ability to apply, most of the grammatical structures and vocabulary covered in the course to write a business-related text in German with some mistakes.
- The student is able to read a business-related document (memo, report, email) in German, understand most of its content and answer questions referring to this text with some mistakes.
- The student demonstrates some difficulty in understanding a short spoken dialogue related to a business matter in German but is able to transcribe most of the content accurately.

Fair (C+, C, C-)

- The student demonstrates understanding of, and ability to apply, some of the grammatical structures and vocabulary covered in the course, and is able to write a business-related text in German with somewhat frequent mistakes.
- The student is able to read a business-related document in German, understand some of its content and answer questions referring to this text with somewhat frequent mistakes.
- The student demonstrates notable difficulty in understanding a short spoken dialogue related to a business matter in German but is able to transcribe some of the content accurately.

Marginal (D)

- The student demonstrates understanding of, and ability to apply, a few of the grammatical structures and vocabulary covered in the course, and is able to write a business-related text in German with frequent mistakes.
- The student struggles to read a business-related document and understand its content, answering questions referring to this text with frequent mistakes.
- The student demonstrates understanding of a short spoken dialogue related to a business matter in German with extreme difficulty and is able to transcribe only a small amount of the content accurately.

Failure (F)

- The student demonstrates little understanding of, and ability to apply, the grammatical structures and vocabulary covered in the course, and is able to write a business-related text in German with extremely frequent mistakes.
- He/she is unable to read a business-related document (memo, report, email) in German and understand its content, answering questions referring to this text with extremely frequent mistakes.
- The student demonstrates no understanding of a short spoken dialogue related to a business matter in German and is unable to transcribe any of the content accurately.

Assessment Task

4. Class Participation

Criterion

Contributing to class activities; displaying collegiality and participation in pair work; being prepared for lessons and arriving on time.

Excellent (A+, A, A-)

The student participates extremely actively in discussions, activities, and asking questions; is highly responsive to the instructor's questions; leads peers to participate and always comes to class prepared.

Good (B+, B, B-)

The student participates actively in discussions, activities, and asking questions; is responsive to the instructor's questions; shows initiative to interact with peers and usually comes to class prepared.

Fair (C+, C, C-)

The student participates regularly in discussions, activities, and asking questions; offers answers mostly after being called upon; interacts with peers and occasionally comes to class prepared.

Marginal (D)

The student participates passively and shows almost no initiative to interact with peers and the instructor; barely responds when asked questions by the instructor; is absent from class frequently.

Failure (F)

The student participates extremely passively and shows no initiative to interact with peers and the instructor; always remains almost silent, ignores questions, activities, and discussions frequently; is absent from class very frequently.

Part III Other Information

Keyword Syllabus

German, language, oral Communication, written communication, vocabulary, grammar, pronunciation, cross-cultural communication; business communication, role games. The course covers speaking and listening, reading and writing, with an emphasis on communication.

Reading List**Compulsory Readings**

Title	
1	Aufderstraße, H. et al (2013). Themen aktuell, Kursbuch/Coursebook. Vol. 1: Level A1 Munich: Hueber.
2	Bock, H. et al (2013). Themen aktuell, Arbeitsbuch/Workbook. Vol. 1, Level A1. Munich: Hueber.

Additional Readings

Title	
1	Sherrington, I. & Wingate, U. (2013). Themen Aktuell, Wiederholungsbuch. Vol. 1, Level A1. Munich: Hueber.
2	Langenscheidt Taschenwörterbuch Deutsch - Englisch, Englisch - Deutsch. (2013) Berlin: Langenscheidt.
3	Reimann, M. (2012): Essential grammar of German. Deutsch als Fremdsprache. Munich: Hueber.
4	http://www.bbc.co.uk/languages/german/
5	http://www.goethe.de/enindex.htm