

Business Communication: German (A004300)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0 **Study time 90 h**

Course offerings and teaching methods in academic year 2023-2024

A (semester 2) German Gent seminar

Lecturers in academic year 2023-2024

Declercq, Marjan	LW06	staff member
Breitbarth, Anne	LW06	lecturer-in-charge

Offered in the following programmes in 2023-2024

Master of Arts in Multilingual Business Communication	crdts	offering
	3	A

Teaching languages

German

Keywords

German, business communication, economics vocabulary

Position of the course

- Extending the oral and written proficiency with respect to German business communication.
- Extending the vocabulary needed in a business context with special attention to the typical lexical, idiomatic and syntactic features of the German business language.

Contents

The course will (a) teach written and oral communication strategies in trade transactions and (b) encompass a systematically organised range of business-related topics, such as finances, legal questions, marketing, and international trade in the context of the German-speaking countries.

Initial competences

Sound knowledge of German

Final competences

- 1 Advanced knowledge of German business language
- 2 Advanced proficiency in business communication

Conditions for credit contract

This course unit cannot be taken via a credit contract

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar

Extra information on the teaching methods

exercises intended to advance the oral and written proficiency in German concerning business communication strategies, among which informative and persuasive communication

Learning materials and price

Syllabus

References

no specific references

Course content-related study coaching

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period**Examination methods in case of periodic assessment during the second examination period****Examination methods in case of permanent assessment**

Oral assessment, Participation, Written assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

The evaluation includes a debate, a presentation, writing a persuasive text, active participation in the oral exercises in class, and a written test about the topics covered in class.

Calculation of the examination mark

100% in-sessional

Facilities for Working Students

By appointment.

For more information see: <https://www.ugent.be/student/nl/administratie/flexibel-studeren>