

## 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 2024-2025**

A (semester 2)

German

Gent

seminar

**Lecturers in academic year 2024-2025**

Declercq, Marjan

LW06

staff member

Breitbarth, Anne

LW06

lecturer-in-charge

**Offered in the following programmes in 2024-2025**

[Master of Arts in Multilingual Business Communication](#)

**crdts**

3

**offering**

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 To have command of German business language at an advanced level
- 2 To be proficient in business communication at an advanced level

**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

**Study material**

Type: Syllabus

Name: syllabus

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

## **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>