

## 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 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

**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>