

Business Communication: German (A004300)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

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

Credits 3.0 **Study time** 90 h **Contact hrs** 30.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 2) German Gent seminar 30.0 h

Lecturers in academic year 2020-2021

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

Offered in the following programmes in 2020-2021

	crdts	offering
Master of Arts in Multilingual Business Communication	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 the organisation of a company 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

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

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**Evaluation methods**

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination

Examination methods in case of periodic evaluation during the second examination period

Written examination

Examination methods in case of permanent evaluation

Assignment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Extra information on the examination methods

- written exercises
- translation exercises
- presentation

Calculation of the examination mark

60% post-sessional – 40% in-sessional

Facilities for Working Students

By appointment.

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