

GERM 206-001: German for Business

Spring 2009 – Winthrop University

Wednesdays, Fridays 9:30-10:45 AM, 307 Kinard Hall (Language Lab Conference Room)

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Office Hours: Tuesdays 1PM-2PM

Wednesdays 3PM-4PM

And by appointment

Texts: Required: *None.* (Readings will be assigned as web links or PDF files on WebCT, or as handouts in class.)

Suggested: *English Grammar for Students of German*, by Zorach and Melin
A good German-English dictionary (larger than pocket-size edition). This will also serve you well for all future German courses. I suggest HarperCollins or Oxford-Duden.

Course Description: This course is designed to give students an introduction in the world of conducting business in the German language. Students will learn about German business practices and structures, applying for work at German-speaking firms, useful expressions and grammatical constructions, and cultural differences between American and European companies. The language to be used in the classroom is German. We will also have several guest speakers from German corporations that do business in South Carolina.

Students will make a class presentation about a German company, and will write a final paper about a current issue in the German or American/German business world.

Homework: You are expected to read the assigned text and prepare for class at home, as in-class time will be used for discussion. Late homework assignments will not be accepted. Homework will be graded on the basis of a \checkmark + (100%), \checkmark (85%), \checkmark - (70%) or missing (0%).

WebCT: Students are expected to check the site <http://online.winthrop.edu> for this course regularly for syllabus changes and other announcements. Supplemental readings and homework will be posted on WebCT as PDF (Adobe Acrobat) files. WebCT may also be used for collaborations and discussions outside of class-time.

Attendance policy: Attendance and active participation is crucial to your success in this course. In addition to constituting 25% of your total grade, starting with the fourth absence, every three absences will result in a lowering of your final grade by one-third (i.e. from A to A-, or B- to C+). Any pop quizzes will be counted toward the participation grade.

Acceptable excuses at Winthrop University include emergencies or extreme situations such as illness, family medical emergency, or death in the family, a career interview that can not be rescheduled, and governmental duties such as subpoenas, jury duty, and military service, and official university-sanctioned activities (i.e. athletic competition or musical performance). No other excuses will be accepted.

All excuses must be accompanied by dated, written documentation in the form of an official note or letter from a doctor with contact phone number, letter on letterhead from the company of the career interview, death notice/obituary, or official note from a WU coach/advisor. If you know that will be absent ahead of time, please let me know so we can plan accordingly. Punctuality is also important, and tardiness may be marked as absence.

Grade Breakdown:

Homework Assignments: 25%
Research Project/Presentations: 25%
Attendance/Participation: 25%
Term Paper: 25%

Grading Scale:

A:	93-100	A-:	90-92
B+:	88-89	B:	83-87
B-:	80-82	C+:	78-79
C:	73-77	C-:	70-72
D+:	68-69	D:	63-67
D-:	60-62	F:	0-59

Academic Integrity: All students at Winthrop University are subject to the Student Conduct Code regarding academic integrity. (See page 36 of <http://www.winthrop.edu/studentaffairs/handbook/studenthandbook.pdf>). Academic dishonesty will result in the grade of “F” on the assignment or exam and may result in a grade of “F” for the course.

Students with Disabilities: Winthrop University is dedicated to providing access to education. If you have a disability and need classroom accommodations, please contact Gena Smith, Coordinator, Services for Students with Disabilities, at 323-3290, as soon as possible. Once you have your Professor Notification Form, please inform your instructor so that he is aware of your accommodations well before the first test or assignment.

Cell Phone Policy: Please turn off your cell phones entirely or turn off the ringer. If your telephone rings during class, you be asked to leave the classroom to answer the telephone, and you will be marked absent for that day. If you are expecting any important phone calls during class, please set your phone to vibrate. Text messaging during class will not be tolerated.

Touchstone Program Goals: This course serves to help students achieve goals 3, 4 and 7 of the Winthrop [Touchstone Program](#): “To use critical thinking, problem-solving skills, and a variety of research methods,” “to recognize and appreciate human diversity (both past and present) as well as the diversity of ideas, institutions, philosophies, moral codes, and ethical principles,” and “to examine values, attitudes, beliefs, and habits which define the nature and quality of life.”

National Standards for Foreign Language Learning: Courses in the Department of Modern Languages are based on the conceptual framework of the American Council on the Teaching of Foreign Languages: [Communication, Cultures, Connections, Comparisons, and Communities](#). This course addresses in particular the areas of communication (standards 1.1, 1.2, 1.3), culture (standards 2.1 and 2.2), connections (standards 3.1 and 3.2), comparisons (standard 4.1 and 4.2) and communities (5.1, 5.2, and 5.3).

At the completion of this course students should:

- be able to conduct normal business conversations in German, such as telephone conversations and job interviews.
- be able to read business-related news articles, brochures and other materials at a level appropriate for the course.
- possess a more advanced knowledge of German-language business practices and the differences between American and European business practices.

To reach these goals, students will study grammatical structures such as subjunctive mood and passive voice, and appropriate vocabulary for business-related topics.

SCHEDULE:

1. Woche (14. + 16. Januar)

Einleitung, das deutsche Geschäft, unser Wiki
DAX (Deutscher Aktienindex), AG, GmbH, usw.
Berufe: Was möchten Sie werden, und warum?

2. Woche (21. + 23. Januar)

Der DAX, deutsche Abkürzungen

3. Woche (29. + 31. Januar)

Die deutsche Bildungssystem

4. Woche (4. + 6. Februar)

Lebenslauf, Vorstellungsgespräche: Anrede (Sie), Angemessene Fragen

5. Woche (11. + 13. Februar)

Professionelles Schreiben: Bewerbungsformulare, Briefe
Das Passiv

6. Woche (18. + 20. Februar)

Angemessene Geschäftssprache, Telefongespräche
Der Konjunktiv

7. Woche (25. + 27. Februar)

Deutscher Geschäftsknigge
Gastredner: Dräxlmeier – 27. Februar (Tentative)

8. Woche (4. März) [6. März – Kein Unterricht]

„Denglish“ Englische Ausdrücke im Deutschen

9. Woche (11. + 13. März)

EDV (Elektronische Datenverarbeitung), Bürotechnik, Computer, Ergonomie
E-Commerce

Frühlingspause (16. – 20. März) Kein Unterricht

10. Woche (25. + 27. März)

Umwelt und Wirtschaft
Gastredner: Eric Rein, AFCO – 27. März

11. Woche (1. + 3. April)

Staat, Steuern, Schulden

12. Woche (8. + 10. April)

Präsentationen – Europäische Firmen
Gastredner: Bernd Forwick / Sam Lobue, DEMAG (Tentative)

13. Woche (15. + 17. April)

Präsentationen – Europäische Firmen

14. Woche (22. + 24. April)

EU und Wirtschaft

Final Term Papers will be due the last day of the regular semester, Monday April 27 by 5PM.