



**4BC3                      GR 355 & GR356**  
**4<sup>th</sup> COMMERCE (INTERNATIONAL) WITH GERMAN**

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**Lecturers:**                      **Dr Tom Wilks (GR355)**  
Advanced German Language (B2-C1)  
Perspectives on Germany: cultures of the working world  
Media & Technology

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Business and Professional Communication  
Application Portfolio & Interviewing Skills

**Course Outline:**

5 contact hours per week (Semesters 1 & 2) are made up of:

- *Advanced German Language III* (Semester 1: 3 hours; Semester 2: 3 hours)
- *Perspectives on Germany: cultures of the working world* (Semester 1 : 1 hour)
- *Multimedia Laboratory: How to market yourself successfully in an international business environment* (Semester 1: 1 hour)
- *Multimedia Laboratory: Business & professional communication* (Sem.2: 1 hr)
- *Current Debates* (Semester 2 : 1 hour)

**Course Aims and Objectives:**

This course is designed to:

- consolidate and further expand your linguistic skills and the cultural and commerce-related knowledge you have acquired during the year abroad
- actively develop the necessary linguistic, generic and transferable skills for you to work in an international German-speaking context
- expand on special purpose vocabulary and place particular emphasis on the registers and communication skills appropriate to commerce and German academic contexts
- intensify your research and critical enquiry into current economic, business and cultural developments in the German-speaking world
- extend your knowledge and application of business and intercultural communication
- enable you to produce academic research projects in German
- assist and encourage you to select and utilise appropriate multimedia resources for professional, academic and creative purposes
- enhance creativity and self-development
- aid you in career development and planning, whether for employment or postgraduate study in either German-related or Commerce-related fields
- continue the use of continuous assessment and regular feedback in order to motivate you to participate actively and engage reflectively in the learning process and with the German language

## **Learning Outcomes:**

By the end of the academic year, you should be able to

- understand complex expression and grammar structures in German
- comfortably apply sophisticated, accurate vocabulary and grammar in written and spoken contexts
- analyse, reflect on and discuss a variety of topics relating to the contemporary German-speaking world in business and broader national and international contexts
- display a thorough understanding of current business issues in German and European contexts
- feel comfortable to use specialised vocabulary in a wide variety of business situations
- give professional business and research presentations, understand concepts of intercultural and business communication, and comfortably argue and back up your opinions
- set up, design, post to and collaborate on a student wiki or equivalent online project to reflect and advise on the Year Abroad experience; create digital audiovisual presentations; and develop an online marketing project
- review presentations and project work with your peers in these modules
- create a professional application portfolio and feel comfortable in using a variety of interviewing skills
- apply your acquired language skills and cultural knowledge in any chosen profession or postgraduate studies

## **Textbook (required for both semesters; available in the campus bookshop):**

- Nadja Fügert, Regine Grosser, Claudia Hanke, Klaus F. Mautsch, Ilse Sander, Daniela Schmeiser, *DaF im Unternehmen B2 Kurs- und Übungsbuch mit Audios und Filmen*, ISBN: 978-3-12-676455-1

## **Further Resources:**

You are expected to engage regularly with the Canvas VLE for all additional course handouts, PowerPoint presentations, audio and audio-visual materials as well as useful web links. These will be available in modules GR355 (from September) and GR356 (from January).

### Course description:

- **Advanced German Language III:**

Advanced language skills (levels B2-C1) will be developed through a variety of teaching and applied exercises (text and grammar analysis, translations etc.). Students will also engage in the writing of advanced academic and business texts. The language of instruction will largely be German.

- **Perspectives on Germany: Cultures of the working world:**

In international labour markets, graduates are expected to demonstrate cross-cultural awareness and understanding of a variety of economic, social and cultural contexts to operate effectively in European and global business environments. This course will raise awareness of different business cultures as well as analysing strategies for success in applying for employment and securing it in global and German-speaking corporate environments.

- **Advanced Conversation:**

This component allows students to participate actively in authentic and applied business communications and simulated role-play situations.

In semester 1, a module component on *How to market yourself successfully in an international business environment* (application portfolio, interviewing techniques and skills, telephone interviews, self-analysis, psychological profile etc.) will familiarise students with job application processes in the German-speaking world as well as focusing on international companies in Ireland and beyond which employ graduates of Commerce and German.

In semester 2, a module component on *Professional communication skills in day-to-day business situations* will include telephone skills, customer service and complaints, negotiations & presentations, product marketing, and communication in an international working environment.

- **Presentations:**

Students apply advanced academic and business presentation skills in the production of an ERASMUS wiki or equivalent online resource; and in marketing projects.

- **Multimedia Laboratory:**

Continuation of work with multimedia tools, on projects developing online research strategies and academic skills, as well as self-study in practising advanced German grammar and lexis through online exercises.

- **Current Debates (Semester 2):** This component will focus on reading, analysing and discussing texts from current German media (print, TV, podcasts). Priority will be given to texts addressing political, social, economic, environmental and cultural topics, and to issues such as intercultural relations and migration. The course will help students to gain insight into what is currently discussed in the German public sphere and familiarity with contemporary German language usage in these contexts.

### **Exams and Assessments:**

Final year students take two written examination papers at the end of the academic year (examination period: 21 April-8 May 2026). An oral examination takes place towards the end of the teaching period of the second semester. GR356 (the second semester module) is therefore weighted more heavily than GR355 (the first semester module), which is assessed through in-house assignments at regular intervals and an in-house practice paper in the last teaching week.

Continuous assessments and your reflection on written and oral feedback provided throughout the academic year are vital to the course, as are the grades awarded in both modules for project work.

### **Allocation of marks:**

<b>Semester 1</b>	<b>100%</b>	<b>5 ECTS</b>
End of Semester in-class exam	40%	
Multimedia laboratory	10%	
Perspectives on Germany Presentation	15%	
Wiki Project	20%	
In-house tests and assignments	15%	
 <b>Semester 2</b>	 <b>100%</b>	 <b>15 ECTS</b>
Applied German Language Paper I (2 hour exam)	30%	
Social and Economics Paper II (2 hour exam)	20%	
Oral examination (in-house, end of teaching period)	20%	
Current Debates Project	10%	
Marketing Project	10%	
In-house tests and assignments	10%	

### **Autumn/Repeat Examinations:**

Assessment is based on performance in the two written papers and an extended in-house oral examination only, all held during the August ('Autumn') sittings. Any marks already awarded during the two semesters for coursework and/or project work are not carried forward.