



OLLSCOIL NA
GAILLIMH
UNIVERSITY
OF GALWAY

GR 355/356 4BC3

4th COMMERCE (INT.) WITH GERMAN

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Advanced German Language (B2-C1)
Germany in a Global Context
Media & Technology (Wiki)
Current Debates

Vincent O'Connell
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Business and Professional Communication
Application Portfolio & Interviewing Skills

Course Outline:

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

- *Advanced German Language III* (Semester 1: 3 hours; Semester 2: 3 hours)
- *Germany in a Global Context* (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* (Semester 2 : 1 hour)
- *Current Debates* (Semester 2 : 1 hour)

Course Aims and Objectives:

Students will follow a course, which is designed to

- consolidate and further expand their linguistic skills and cultural & business knowledge acquired during the year abroad
- actively prepare them with the necessary linguistic, generic and transferable skills to work in an international work environment
- expand on special purpose vocabulary and place particular emphasis on the register and communication skills appropriate to Commerce/German graduates

- continue into researching current economic, business & cultural developments in the German-speaking world
- extend their knowledge of business and intercultural communication
- enable them to produce academic research projects in German
- facilitate them with the knowledge to use Web 2.0 tools confidently for professional, academic and creative purposes
- enhance creativity and personal self-development
- aid them in their further career development
- prepare them for postgraduate studies in Commerce/German
- continue the use of continuous assessment and regular feedback in order to encourage and motivate students to actively participate and engaged with their chosen language

Learning Outcomes:

After the end of the academic year final year students should be able to

- understand complex language/grammar structures and comfortably apply them in the written and spoken context
- analyse, reflect and discuss a variety of broad business subjects and contemporary issues relating to Germany and the German-speaking world
- display a thorough understanding of current business issues in a German and European context
- feel comfortable to use specialised vocabulary in a wide variety of business situations
- give professional business and research presentations, understand the concept of intercultural and business communication and comfortably argue and back up their opinion
- setup, design, post to and collaborate on a student wiki (Erasmus), create podcasts and develop an online marketing project
- peer review presentations, wiki entries and project work
- create a professional application portfolio and feel comfortable to use a variety of interviewing skills
- apply their acquired language skills in any chosen profession or postgraduate studies

Classroom materials:

- Materials and texts for Business German and Advanced German Language (reading texts / translation texts/grammar)
(handouts from course lecturers)
- Materials and lecture notes for German Business Studies/German Economic Studies
(handouts from course lecturer)
- Materials and lecture notes for Current Debates *(handouts from course lecturers)*
- *Recommended: C-Grammatik (Schubert Verlag)*

All course handouts, PowerPoint presentations, audio and audio-visual materials as well as useful websites, wikis, blogs and podcasts will be made available on Canvas course modules GR355/356.

Course description:

Advanced German Language III:

In final year, students will continue with Advanced Language & Grammar III modules (level B2-C1) through a variety of formal classes and applied exercises (text and grammar analysis, translations etc.). Students will also engage in the writing of advanced academic and business texts as well as collaborative online writing.

Germany in a Global Context:

In today's international labour market, graduating students are expected to demonstrate a cross-cultural awareness and understanding of a variety of economic, social and cultural aspects necessary to operate effectively in a European or global business environment. This course will raise students' awareness to different business cultures as well as analysing various strategies on how to successfully apply for and secure employment in a global corporate environment.

Advanced Conversation:

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

In semester 1, a module 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 the jobs' application process in the German-speaking world as well as focusing on international companies in Ireland/Great Britain which employ Commerce/German graduates.

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

Presentations:

In final year, students apply advanced academic and business presentation skills on the presentation of their ERASMUS wiki and marketing projects.

Multimedia Laboratory:

Continuation of work with Internet and Web 2.0 tools, researching Internet projects and academic matters as well as the use of autonomous grammar and language exercises. Each student will work on a collaborative wiki and marketing project.

Current Debates (Sem 2): This course 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 issues such as intercultural relations and migration. The course will help students to gain insight into what is currently discussed in the German public. It is also an excellent opportunity for students to become familiar with contemporary German language as it is used in the public sphere.

Exams and Assessments :

Final year students take their German written and oral examinations at the end of the academic year 2023/24.

Continuous assessments throughout the academic year are a vital part of the course as well as grades awarded for attendance and assignments/project work.

Allocation of marks:

Semester 1

	Assessment 100%	5.0 ECTS
End of Semester in class exam	40%	
Multimedia laboratory	10%	
Language Assignments	30%	
Wiki Project	20%	

Semester 2

	100%	15.0 ECTS
Applied German Language Paper I (2 hrs. exam)	20%	
Social and Economics Paper II (2 hrs. exam)	20%	
Oral examination	20%	
Current Debates Project	10%	
Marketing Project	10%	
In class tests	10%	
Multimedia laboratory	10%	

Autumn/Repeat Examinations:

In the case of repeat examinations, assessment is based on performance in the examinations only. Marks awarded for course work or graded essays/projects (continuous assessment) are not carried forward.