



COURSE OUTLINE

1. Information about the program

1.1 Higher education institution	“Alexandru Ioan Cuza” University of Iași
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Department	Management, Marketing and Business Administration
1.4 Field of study	Business Administration
1.5 Level of study	Bachelor
1.6 Study program / Qualification	Business Administration

2. Information about the course

2.1 Course title	Business German 1						
2.2 Course coordinator	Assistant Irina Croitoru, PhD						
2.3 Seminar coordinator	Ana Dura, PhD						
2.4 Year of study	I	2.5 Semester	I	2.6 Type of evaluation*	EVP (M)	2.7 Course status**	E

* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; ** C-compulsory/O-optional/E-elective

3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	2	out of which: 3.2 course	1	3.3 seminar/laboratory	1
3.4 Total number of hours per semester	28	out of which: 3.5 course	14	3.6 seminar/laboratory	14
Time allocation					h
Study based on course book, course materials, bibliography and other					28
Supplementary study in the library, on electronic platforms and on the field					15
Preparing seminars/laboratories, assignments, papers, portfolios and essays					15
Tutorship					12
Examination					2
Other activities					
3.7 Total hours of individual study					72
3.8 Total hours per semester					100
3.9 Number of ECTS credits					4

4. Prerequisites (if applicable)

4.1 Referring to curriculum	Not applicable
4.2 Referring to competences	Not applicable

5. Conditions (if applicable)

5.1 For the course	Room with videoprojector and laptop. The attendance of students in course is necessary.
5.2 For the seminar	Room with videoprojector and laptop. The attendance of students in course is mandatory.



6. Specific competencies

Professional competencies	C1 – Gathering, processing and analysing information about external environment – firm/organization interaction
Transversal competencies	CT2 – Identifying roles and responsibilities within a multispecialized team and applying relational techniques and efficient work techniques within the team

7. Course objectives (based on specific competencies acquired)

7.1 General objective	To assimilate fundamental knowledge in Business German grammar and vocabulary.
7.2 Specific objectives	<ul style="list-style-type: none"> ▪ The ability to fill in in specific forms; ▪ The ability to have a conversation in daily and business situations; ▪ The ability to present a person, a company, a type of business; ▪ The ability to initiate and hold a conversation in known professional situations (at the office, at the hotel, at the restaurant, at the store etc.)

8. Content

8.1	Course	Teaching methods	Observations (time)
1.	EINFÜHRUNG - Fachtexte: Grafiken, Ausweis, Anmeldeformular - W-Fragen, Verben im Präsens	interactive course explanation conversation	3 courses
2.	BERUFE und ARBEITSPLÄTZE - Berufe - Fachtexte: Visitenkarten, Grafiken - Zahlen, Komposita, Possessivpronomen	interactive course explanation conversation	3 courses
3.	FACHSPRACHLICHE DIALOGE - Im Hotel - Eine Geschäftsreise	role-play conversation	1 course

Bibliography

Compulsory reading:

- Magdalena Leca, Lora Constantinescu, *Limba germană pentru afaceri*, ed. a II-a, Polirom Iași
- Magdalena Leca, *Dicționar german-român de termeni economici*, Polirom, Iași, 2002

Optional reading:

- G.Nicolas, M.Sprenger, W.Weermann, *Wirtschaft auf Deutsch*, Klett Verlag, Stuttgart
- Anneliese Fearn, Dorothea Levy-Hillerich, *Kommunikation in der Wirtschaft*, Cornelsen, München



8.2	Seminar	Teaching method	Observations (time)
1.	Sich und andere vorstellen - Sich vorstellen (W-Fragen) - Eine andere Person kurz vorstellen - Eine Firma kurz vorstellen	interactive exercises	3 seminars
2.	Vergleiche machen - Die Arbeitswelt in Deutschland und Rumänien - Die Struktur einer Firma	interactive exercises case study	3 seminars
3.	Allgemeine und Fachsprachliche Dialoge	interactive exercises	1 seminar
Bibliography - Magdalena Leca, Lora Constantinescu, <i>Limba germană pentru afaceri</i> , ed. a II-a, Polirom, Iași - Magdalena Leca, Casia Zaharia, <i>Sprachbausteine im Anfängerunterricht</i> , Ed. Pim, Iasi			

9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program

The content of the course was drafted starting from the requirements on the oral and written business communication in German, and also according to the Common European Framework of Reference for Languages.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Theoretical and applied knowledge	Multiple choice exam	50%
10.5 Seminar	Practical knowledge – skills of oral communication	Activity in seminar	20%
		Oral exam	30%
10.6 Minimal performance standard			
Obtaining 5 points (out of 10) both for the written (multiple choice), and the oral evaluation.			

Date
27.09.2021

Course coordinator
Assistant Irina Croitoru, PhD

Seminar coordinator
Ana Dura, PhD

Date of approval in the department

Head of Department
Associate Professor Andrei Ștefan Neșțian, PhD