



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 4 | | | | | | |
| 2.2 Course coordinator | Ana Dura, PhD | | | | | | |
| 2.3 Seminar coordinator | Andreea Sfirnaciuc, Specialist | | | | | | |
| 2.4 Year of study | II | 2.5 Semester | 4 | 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 | Business German 1, 2, 3 |
| 4.2 Referring to competences | |

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. | TRANSPORT - Personenverkehr und Güterverkehr - Verkehrswege Deutschlands und ihre Merkmale - Fachtexte: Grafiken, Fahrpläne, Fahrkarten - Wechselpräpositionen | interactive course explanation conversation | 3 courses |
| 2. | BANKEN - Bankensystem Deutschlands - Fachtexte: Bankformulare - Imperativ - Konjunktiv II | interactive course explanation conversation | 3 courses |
| 3. | FACHSPRACHLICHE DIALOGE | 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. | Transport - Transportmittel in Deutschland - Studienfälle: Der Deutsche Bahn, Deutsche Lufthansa AG, Hamburger Hafen - Grammatikübungen | interactive exercises | 3 seminars |
| 2. | Banken - Prospekte und Bankformulare - Kontotypen - Grammatikübungen | interactive exercises case study | 3 seminars |
| 3. | Allgemeine und fachsprachliche Dialoge | interactive exercises | 1 seminar |

Bibliography
- Magdalena Leca, Lora Constantinescu, *Limba germană pentru afaceri*, ed. a II-a, Polirom, Iași
- Anneli Billina, *Fit in Grammatik A1 / A2*, Hueber Verlag

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 Oral exam | 20% 30% |
| 10.6 Minimal performance standard | | | |
| Obtaining 5 points (out of 10) both for the written (multiple choice), and the oral evaluation. | | | |

Date
25.09.2023

Course coordinator
Ana Dura, PhD

Seminar coordinator
Andreea Sfirnaciuc, Specialist

Data of approval in the department
28.09.2023

Head of Department
Andrei Ștefan Neșțian, PhD, Professor