

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF INFORMATION TECHNOLOGIES
DEPARTMENT OF LANGUAGES AND SPORTS

Adopted by the FC (record №9/ 24.04.2024)
Adopted by the DC (record №10/ 08.04.2024)

ACCEPTED BY:
Dean:
(Prof. Vladimir Sulov, PhD)

SYLLABUS

SUBJECT: FOREIGN LANGUAGE GERMAN

DEGREE PROGRAMME: All degree programmes; BACHELOR'S DEGREE

YEAR OF STUDY: 2; SEMESTER: 4

TOTAL STUDENT WORKLOAD: 90 hours; incl. curricular 30 hours

CREDITS: 3

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">● LECTURES● SEMINARS / LAB. EXERCISES	-	-
	30	30
EXTRACURRICULAR	60	-

Prepared by:

1.
(Senior lecturer N. Stefanov)

2
(Senior lecturer S. Yohanova)

Head of Department of:
Languages and Sports (Assoc. Prof. Vl. Dosev, PhD)

I. ANNOTATION

This Business German module is designed to respond to the students' needs to progress in their Business studies. The course introduces some main areas of Business German and improves students' overall linguistic fluency. Students build up confidence and develop their reading, writing, listening and speaking skills by a variety of practical tasks which include: reading and discussing authentic articles on a wide range of business topics; learning essential business vocabulary; expressing opinions on different business issues; listen to authentic interviews or lectures and develop note-taking skills; develop strategies for telephoning, networking; have the opportunity to understand how business works in different cultures, etc.

The course supports the multilingual competence of students through carefully selected activities such as: varied reading and listening exercises, development of communicative and academic skills, especially those of active communication through speaking and writing. All this greatly expands the specialized vocabulary of undergraduate students and builds a solid foundation for future development in their chosen field.

During the course students will discuss various issues; they will participate in case studies and role-playing games, interviews; they will make presentations. Learners will improve their general language skills by mastering paraphrasing information, writing summaries, discussing diverse and common topics, composing text on a graph / diagram.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.P.
Theme 1. Werbung und Verkaufsförderung			6	
1.1.	Arten und Aufgaben der Werbung			
1.2.	Webemittel und Werbeträger. Grundsätze der Werbung			
1.3.	Werbeerfolgskontrolle. Unzulässige Werbung			
Theme 2. Absatzwege und Kundendienst			2	
2.1.	Absatzwege und Absatzvermittler			
2.2.	Kundendienst			
2.3.	Verkaufsförderung			
Theme 3. Marktsegmentierung und Marketing-Mix			6	
3.1.	Marktsegmentierung			
3.2.	Marketing-Mix			
3.3.	Rollenspiel			
Theme 4. Finanzierung der Unternehmen			6	
4.1.	Finanzierungsarten			
4.2.	Geld und Banken			
4.3.	Zahlungsgeschäfte			
Theme 5. Steuern			6	
5.1.	Grundbegriffe			
5.2.	Arten von Steuern			
5.3.	Steuerpolitik in der EU			
Theme 6. Personalwesen			4	
6.1.	Ziel und Aufgaben der Personalwirtschaft			
6.2.	Personalplanung und - beschaffung			
6.3.	Rollenspiel: Vorstellungsgespräch			
Total:			30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Test (mixed type questions)	2	40
1.2.	Project work – on a predefined theme	1	20
	Total midterm control:	3	60
2.	Final term control		
2.1.	Coursework assessment	-	-
	Total final term control:	-	-
	Total for all types of control:	3	60

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Fügert N, Grosser R. et al., DaF im Unternehmen, Klett Verlag, 2016
2. Detterbeck H., Geist E. et al., Berufsdeutsch, Cornelsen, 2012
3. Kugler, G., Kaufmännische Betriebswirtschaftslehre, Verlag Europa Lehrmittel, 2005

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Müller A., Schlüter S., Im Beruf, Hueber Verlag, 2017
2. Becker N., Brauner J., Unternehmen Deutsch, Klett Verlag, 2004
3. Evans S., Pude A., Specht F., Menschen, Hueber Verlag 2012
4. Thommen J.-P.: Managementorientierte Betriebswirtschaftslehre – Zürich: Versus, 2000
5. www.wirtschaftsdeutsch.de
6. www.meindeutsch.de