

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: 3

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 | 0 30 | 0 30 |
| EXTRACURRICULAR | 60 | - |

Prepared by:

1.
(Senior lecturer N. Stefanov)

2
(Senior lecturer S. Yohanova)

Head of Department of:
Languages and Sports (Assoc. Prof. VI. 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. |
| Unit 1. Die Unternehmung | | | 6 | |
| 1.1. | Wirtschaftliche Entscheidungen bei der Gründung. Rechtsformen | | | |
| 1.2. | Standort. Kriterien zur Auswahl des Standortes. | | | |
| 1.3. | Kooperation und Konzentration | | | |
| Unit 2. Unternehmensorganisation | | | 4 | |
| 2.1. | Zielsetzung, Planung, Firmenidentität | | | |
| 2.2. | Aufbauorganisation, Abteilungen, Funktionen | | | |
| 2.3. | Neue Organisationsformen | | | |
| Unit 3. Marktforschung | | | 6 | |
| 3.1. | Grundbegriffe und Anwendungsbereiche | | | |
| 3.2. | Methoden der Marktforschung | | | |
| 3.3. | Rollenspiel | | | |
| Unit 4. Produktgestaltung | | | 6 | |
| 4.1. | Grundbegriffe. Ermittlung des Bedarfs von einem neuen Produkt. | | | |
| 4.2. | Eine Produktidee werten. Schritte einer Produktinnovation. | | | |
| 4.3. | Aufgaben des Produktmanagers. Markenpolitik. | | | |
| Unit 5. Sortimentgestaltung | | | 4 | |
| 5.1. | Sortimentsstruktur | | | |
| 5.2. | Sortimentsbreite und Sortimentstiefe. Kern- und Randsortiment. | | | |
| 5.3. | Sortimentspolitik | | | |
| Unit 6. Preispolitik | | | 4 | |
| 6.1. | Grundbegriffe. Preiskalkulation. | | | |
| 6.2. | Preisdifferenzierung. | | | |
| 6.3. | Rollenspiel: den Preis aushandeln | | | |
| 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. Eisman V., Wirtschaftskommunikation, Klett Verlag 2012
2. Fügert N, Grosser R. et al., DaF im Unternehmen, Klett Verlag, 2016
3. Detterbeck H., Geist E. et al., Berufsdeutsch, Cornelsen, 2012

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. www.wirtschaftsdeutsch.de
5. www.meindeutsch.de