

Business German II
01:470:314:01 (3 credits)
M/W5 2:50-4:10 (Murray Hall, rm. 111)
Ave.,

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M/W 1:30-2:20
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Spring 2011

Course Description:

Further development of effective communication models with emphasis on the terminology of economics and international commerce, and practice in specialized language skills for diverse business situations. Treatment of basic principles governing organizations in German speaking countries. Contrastive treatments of cultural factors affecting German-American trade relations.

Prerequisites:

German 01:470:232 or equivalent, or with permission of instructor.

Language of Instruction:

German, with English used in special technical expressions.

Required Texts:

Jörg Braunert and Wolfram Schlenker. *Unternehmen Deutsch. Aufbaukurs Lehrbuch*. (Stuttgart: Ernst Klett Sprachen GmbH, 2005), or most recent edition.

_____ *Unternehmen Deutsch. Aufbaukurs Arbeitsbuch* (Stuttgart: Klett, 2005).
It is recommended that you invest in a good dictionary (German-English/Engl.-German).

Assignments:

Specific assignments will be made in class concerning material to be covered and the corresponding homework. Special assignments must be completed and submitted in timely fashion, typed and DOUBLE SPACED.

Tests:

There will be two (2) written tests and one (1) final examination, plus one oral presentation per student. Dates and format will be announced.

Grading:

Two tests/quizzes	30%
One oral presentation, with written version to be submitted prior to end of the semester	20%
Class participation and attendance	20%
Written homework	10%
Final examination	20%

Attendance:

All students must attend regularly and arrive prepared. Those who miss more than two (2) class sessions without a compelling excuse (e.g. a doctor's or college dean's note) should expect a one-step reduction in the course grade (i.e. an A becomes a B+, etc.) Note: It is the responsibility of students who have been absent (for any reason) to find out what they may have missed and obtain material that may have been handed out.

Plagiarism:

Plagiarism is an extremely serious matter and can lead to a student's failing the course and being referred to his or her dean for disciplinary action. When referring to ideas other than your own, always acknowledge your sources clearly and completely, whether you are quoting or paraphrasing. Please see the University's policies on academic integrity at:

<http://teachx.rutgers.edu/integrity/policy.html>,

and discuss with your instructor any questions you may have about this and related issues.

Photocopies:

The Department may need to collect from each student 5 cents per page toward the cost of handouts other than the syllabus and tests.

Cell Phones:

Please turn off cell phones before class begins. If you use cell phones in class you will be asked to leave the room.

Syllabus Business German II—Spring 2011
(tentative)

Please note: Some topics may be augmented by material supplied and distributed to the class by the instructor.

Each chapter of your Lehrbuch (LB) contains a very useful mini-review of an important component of grammar. A review of grammar is essential to successful business communication and is practiced in each segment. The Arbeitsbuch (AB) is indeed helpful for practice and preparation for tests and presentations.

Week	Date	Content	Homework/Assignment
1	Jan.19	Introduction. Kapitel 1. Begrüßung. Reservierungen. Dialoge an der Rezeption. Besuchsprogramme. Betriebsbesichtigung. Touren	Study phon.alphabet Design a business card. Prepare to discuss (“Was möchten Sie werden und warum?”)
2	Jan.24,26	Kapitel 2.”Rund um die Firma”. Unternehmen, Branchen, Produkte. Dienstleistungen. Wirtschaftsbereiche. Wichtige Rechtsformen: GmbH und AG	Review “Komposita,” passives.
3	Jan. 31, Feb.2	Kapitel 3. Firmenorganisation. Arbeits- und Umweltschutz (environmental conservation—ecology in practice). Krankenversicherungssysteme	to be assigned in class, from the LB or AB, or as a separate topic
4	Feb.7,9	Kapitel 4. Planen, organisieren, Aufträge erteilen/darauf reagieren. Geschäftskommunikation TEST I, Feb.9	Wortschatz, Grammatik- wiederholung
5	Feb.14,16	Kapitel 5. Kompetenz am Telefon. Leasing. Zahlungsverkehr. Bankwesen. Bar oder bargeldlos. Kreditkarten. Gewährleistung / Garantie.WERBUNG	t/b/a LB or AB
6	Feb.21,23	Kapitel 6. Werbung (Fortsetzung).Marktwirtschaft-Planwirtschaft? Führungsgrundsätze. Steuern und Sozialabgaben	t/b/a
7	Feb.28, Mar 2	Kapitel 7. “Verkaufen, verkaufen, verkaufen!” Betriebskonferenz. Umsatzziele. Der Weg zum Kunden.	t/b/a

Nachfrage=Bedarf (auf dem Markt=supply and demand)
 Geschäftskorrespondenz
 Anfrage-Angebot (Information-). Phasen des Verkaufsgesprächs

8	Mar.7,9	Kapitel 8. Auf der Messe. Geschichte. Ziele der Aussteller Ziele der Besucher	t/b/a
9	(March 12-20 Spring Break)		
10	Mar.21,23	Wiederholung. Grammatische Anwendung TEST II on March 23	t/b/a
11	Mar.28,30	Besprechung der Prüfung Kapitel 9. Import- Export. Incoterms."Small Print" Reklamationen. Geschäftskorrespondenz	t/b/a
12	Apr.4,6	Geschäftskorrespondenz. Umweltzeichen. Referate	t/b/a
13	Apr.11,13	International Markets. Auftragsabwicklung. Kapitel 10. Stellenangebote und –bewerbungen. Ausbildung, Lebensläufe, Vorstellungsgespräch	t/b/a
14	Apr.18-20	Written (typed) versions of Referate due Aktienwortschatz. Sachtexte	t/b/a
15	Apr.25-27	Review of important concepts. Practice with pertinent texts.	t/b/a
16	May 2	Regular classes end. Wiederholung. Grammatik und Überblick. Work with pertinent texts of current interest.	

Reading Days: Tuesday, May 3 and Wednesday, May 4.

Final Examination: Thursday, May 5, 8:00-11:00am, Murray 111.

Commencement: Sunday, May 15, 2011.