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## Business German II

Advanced Communication in Business Environment

01:470:314:01

Spring 2014



## Geschäftsdeutsch II

Fortgeschrittene Kommunikation im Geschäftsumfeld

**Course Index:** 16831

**Credits:** 3

**Meeting Times:** Tuesdays & Thursdays 2:50–4:10 (Period 5)

**Meeting Place:** Hardenbergh Hall, Room B5

**Prerequisites:** 01:470:232 or equivalent or permission of the instructor

**Instructor:** Alexander E. Pichugin

**Office Address:** Department of Germanic, Russian and East European Languages and Literatures  
172 College Avenue, New Brunswick, NJ 08901-8541

**Office Phone:** 732.932.7201

**E-mail address:** pichugin@rutgers.edu

**Office Hours:** Tuesdays 10:30–1:00, Thursdays 10:30–12:00, and by appointment  
Scarlet Latte Café on the lower level of Archibald S. Alexander Library

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## Course Description

This interactive and multimedia-based course helps students continue to develop their oral and written communication skills required in business settings in German-speaking countries at an advanced level. It prepares students for the use of German in a broad range of business-related contexts and helps them improve their understanding of the German corporate culture. Special attention is paid to developing standard-oriented competencies in business correspondence as well as business-related conversation skills. The writing skills acquired address common standards of various types in business e-mail and letter writing. The speaking skills developed are intended to cover a wide range of business interactions, from brief and informal conversations to more formal and prolonged exchange typical of the negotiating or interview situation.

Throughout the semester the students practice reading, writing, listening, and speaking on topics relevant to the German-language business environment, expanding specific vocabulary and reviewing some grammar points to further accuracy and fluency.

During the semester the students will work with such topics as:

- Structure of business companies
- Professional duties and responsibilities
- Business communication
- Orders, problems and solutions
- Assets and liabilities
- Goal setting, management and assessment
- Marketing
- Trade Fairs
- Import and export
- Job search and job interviews.

The course is taught in German with English used in comparisons and translation exercises.

### Learning Goals

By the end of the course students will be able to:

- use confidently business-related vocabulary and phraseology
- better orient themselves in specific business-related situations
- demonstrate advanced competency in German business practices
- apply effective communication strategies in business-related settings
- demonstrate advanced competency in business-specific writing and conversation on the phone and in person

### Study Materials

1. Norbert Becker, Jörg Braunert, Wolfram Schlenker. *Unternehmen Deutsch Aufbaukurs • Lehrbuch*. Stuttgart, Germany: Klett, 2009. ISBN 978-3-12-675745-4 (3-12-675745-6)
2. Norbert Becker, Jörg Braunert, Wolfram Schlenker. *Unternehmen Deutsch Aufbaukurs • Arbeitsbuch*. Stuttgart, Germany: Klett, 2010. ISBN 978-3-12-675746-1 (3-12-675746-4)
3. Norbert Becker, Jörg Braunert, Wolfram Schlenker. *Unternehmen Deutsch Aufbaukurs • 2 Audio-CDs*. Stuttgart, Germany: Klett, 2005. ISBN 978-3-12-675744-7 (3-12-675744-8)
4. Norbert Becker, Jörg Braunert, Wolfram Schlenker. *Unternehmen Deutsch Aufbaukurs • Wörterheft*. Stuttgart, Germany: Klett, 2012. ISBN 978-3-12-675743-0 (3-12-675743-X)

These materials are available at the Rutgers University official bookstore: Barnes and Noble at Rutgers University, Gateway Transit Building, 100 Somerset Street, New Brunswick, NJ 08901 • 732.246.8448 • <http://rutgers.bncollege.com>








5. Materials on Sakai
6. Handouts

### Course Website

- **Sakai** (<http://sakai.rutgers.edu>) is the general website for this course. All students officially enrolled in this course already have access to it. Students who do not have access need to contact the instructor. Students should check the website frequently for the most recent announcements, worksheets and assignments.
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## Assessment

### Grade Composition

Aspect	Percentage
 Class Participation (see rubrics below)	10%
 Oral Assignments	10%
 Written Assignments	10%
 Workbook Exercises and Tests	10%
<b>W</b> Vocabulary Quizzes	10%
 Presentation	15%
 Midterm Examination	15%
 Final Examination	20%

### Grade Distribution

Grade	Points (%)
A	90–100
B+	85–89
B	80–84
C+	75–79
C	70–74
D	65–69
F	64 and below

### Class Participation Rubrics

	Attentiveness	Contribution	Use of German
Expectations are exceeded (90–100%)	The student always pays attention.	The student is always eager to contribute to class discussion, exercises, and group work. The student often asks questions. The student always volunteers answers.	The student speaks only German during class.
Expectations are met (80–89%)	The student pays attention most of the time.	The student is usually eager to contribute to class discussion, exercises, and group work. The student occasionally asks questions and volunteers answers most of the time.	The student speaks German almost always during class.
Expectations are barely met (70–79%)	The student sometimes pays attention.	The student is occasionally eager to contribute to class discussion, exercises, and group work. The student occasionally asks questions and sometimes volunteers answers.	The student speaks German most of the time during class, but sometimes still switches to English.
Expectations are not met (65–69%)	The student rarely pays attention.	The student almost never contributes to class discussion, exercises, and group work. The student almost never asks questions or volunteers answers.	The student speaks German some of the time during class, and often switches to English.

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## Course Requirements and Assignments

### Oral Assignments • 10%

During the semester students will complete five speaking assignments of various lengths that will be recorded outside the classroom using the online tool *Vocaroo* (<http://vocaroo.com>) and sent to the instructor by e-mail. These tasks will allow the students to demonstrate the breadth of the acquired business-related vocabulary, fluency and accuracy. All oral assignments must be completed before noon on the dates indicated. For each day that an assignment is overdue 10% of its score will be deducted.

### Written Assignments • 10%

During the semester students will complete five written assignments of different nature that will be sent to the instructor by e-mail. These tasks will allow the students to demonstrate the breadth of the acquired business-related vocabulary and phraseology, accuracy and organization of written text. All written assignments must be completed before noon on the date indicated. For each day that an assignment is overdue 10% of its score will be deducted.

### Workbook Exercises and Tests • 10%

During the semester students will complete workbook exercises and tests. These tasks might be completed on separate sheets of paper or directly in the *Workbook*. After completing the tests students must consult the answer keys for self-assessment. These exercises and tests will allow the students to solidify and reinforce the material covered in class. The *Workbook* has to be brought to each class as well as to office hours.

### **W** Vocabulary Quizzes • 10%

Learning business-related vocabulary is a crucial part of mastering business German. During the semester the students will write 20 short quizzes with the vocabulary they have reviewed for the corresponding session.

### Presentations • 15%

Students will work in small groups (2 or 3 students) in order to make two presentations (*Referate*) on the topics covered in class. While the general topics are given, students will chose their own particular subject and create their own content. The sign-up list with topics and dates will be circulated in class. It is expected that students meet outside of class to prepare the presentation. Students will chose different partners for each presentation. Each presentation consists of a 15-minute talk and a 3-minute sketch followed by a 15-minute question-and-answer session. The use of multimedia is encouraged. It is crucial that the presenters speak and not read; therefore the students should take time to practice their presenting skills. By noon on the day of the presentation the group of presenters submits the outline of the presentation (e.g., a PowerPoint file) as an e-mail attachment with the subject line **314 – Referat [#] – [Name\_of\_Presenter\_1], [Name\_of\_presented\_2]**, e.g., **314 – Referat 2 – Michael, Maria**. By the session following that presentation all other students submit a critical comment on the presentation they heard, providing its summary and sharing their own thoughts on the topic. This assignment will be graded as part of the homework assignment for that week.

### Examinations • 35%

- ★ The midterm examination (15%) will take place at Session 14, on Thursday, March 6, in Hardenbergh Hall, Room B5.
  - ☆ The date and place of the final examination (20%) will be announced.
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## Communication with the Instructor

### @ E-Mail

The best way to contact the instructor outside the classroom is to email [pichugin@rutgers.edu](mailto:pichugin@rutgers.edu). Please include **314 – [First\_Name]** in the Subject Line, e.g. **314 – Michael – Question re...** This will help direct the message to the correct folder for quick processing. If this is not included, the message may be read with delay.

### 📎 Progress Reports

On the dates indicated in the Syllabus, students will write short progress reports, where they reflect upon the course and their individual progress. They will describe what they have learned, what more they would like to learn, what aspects of the course they like and dislike and why. The reports are not graded. They will help the instructor better coordinate the students' expectations and progress with the learning goals of the course. Please send the reports as e-mail attachments to the e-mail [pichugin@rutgers.edu](mailto:pichugin@rutgers.edu). Please Include **314 – [First\_Name] – Progress Report [#]** in the Subject Line, e.g. **314 – Michael – Progress Report 2**.

### 🕒 Mandatory Office Hours

The students will be required to attend two mandatory office hours (students are always welcome during regular office hours). This will give the students an opportunity to work with the instructor on individual language and skill needs and discuss individual questions and concerns. The sign-up sheet for the first round of mandatory office hours will be circulated on the first day of class.

## Department and School Policies

### Academic Integrity

Violation of academic integrity is an extremely serious matter; it can lead to a student's failing the course and being referred to the University's Office of Student Conduct for disciplinary action. When referring to ideas other than their own, students should always acknowledge their sources clearly and completely, whether they are quoting or paraphrasing. Note also that use of online translation services is not permitted as a tool for generating work submitted for course credit. Please see the University's policies on academic integrity at <http://academicintegrity.rutgers.edu> and discuss with the instructor any questions about this and related issues.

### Attendance

All students must attend regularly and arrive prepared. If a student expects to miss one or two classes, he/she should use the University Self-Reporting Absence website (<https://sims.rutgers.edu/ssra>) to indicate the date and the reason for the absence. An e-mail notification is automatically sent to the instructor. Those who miss more than two class sessions without a compelling excuse should expect a one-step reduction in the course grade (i.e. an A becomes a B+, a B+ becomes a B). Every additional three absences may entail a further one-step grade-reduction. Three late arrivals count as one absence.

**Note:** It is the responsibility of the student who has been absent (for any reason) to find out what he/she has missed and obtain materials that may have been handed out.

### Cell Phones

Cell phones and all other technological devices (beepers, iPods, audio players, etc.) must be turned off during class out of respect for fellow students and the instructor.

### Disability Support Services

Students who may be requesting accommodations due to disabilities are encouraged to familiarize themselves with procedures and policies regarding disability support services at the following website: <http://disabilityservices.rutgers.edu>. It is recommended that students seeking accommodations begin filing paperwork as soon as possible as the documentation review process may take up to 30 business days. Students are encouraged to speak with the instructor about these issues at the beginning of the term. All such conversations will be kept strictly confidential.

### Additional Assistance

Students are encouraged to come to their instructor's office hours with any questions and problems pertaining to class. Any student who needs additional help should contact the Learning Resource Center or the Department's tutors as soon as possible. Additional practice is available at the conversation tables offered each semester at the Language Institute. Informal conversation sessions are also held weekly in the Rutgers Student Center. Check the Department website for further details: <http://german.rutgers.edu>.



























**The instructor reserves the right to make changes to the Syllabus.**

The latest version of this Syllabus is available on [Sakai](#) → [Syllabus](#).

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## Semesterplan

 = Aufgaben im *Arbeitsbuch*  
  = Mündliche Aufgabe  
  = Schriftliche Aufgabe  
 **W** = *Wortschatzheft*  
  = Referat  
  = Fortschrittsbericht

Nr.	Datum	Thema	Hausaufgaben	Klassenarbeit
1	Di 21.01			Einführung • Kennenlernen • Semesterplan
2	Do 23.01	1. Herzlich willkommen!	Kursmaterialien besorgen <b>W</b> 4-6	1. <i>Sind Sie Herr ... ?</i> 2. <i>Wir haben für Sie reserviert ...</i> 3. <i>Das Programm ist wie folgt ...</i>
3	Di 28.01		 S. 4-5: Üb. 1-5 • S. 6-7: Üb. 1-6 • S. 8-9: Üb. 1-5  Schriftliche Aufgabe 1 <b>W</b> 6-10	4. <i>Eine Betriebsbesichtigung</i> 5. <i>Was kann man hier machen?</i> 6. <i>Darf ich Sie einladen?</i>
4	Do 30.01	2. Rund um die Firma	 S. 10-11: Üb. 1-5 • S. 12-13: Üb. 1-5 • S.14-15: Üb. 1-7 <b>W</b> 11-15	1. <i>Was stellt das Unternehmen her?</i> 2. <i>Unternehmen, Wirtschaftsbereiche, Branchen</i> 3. <i>Wie groß ist das Unternehmen?</i>
5	Di 04.02		 S. 18-19: Üb. 1-6 • S. 20-21: Üb. 1-7 • S. 22-23: Üb. 1-7  Mündliche Aufgabe 1 <b>W</b> 16-18	4. <i>Unternehmensstruktur</i> 5. <i>Unternehmensgeschichte</i> 6. <i>Unternehmensporträt</i>
6	Do 06.02		 S. 24-25: Üb. 1-5 • S. 26-27: Üb. 1-6 • S. 28-29: Üb. 1-6	 Schreibwerkstatt 1
7	Di 11.02	3. Am Arbeitsplatz	 S. 32-33: Test 1 (Kapitel 1 & 2) <b>W</b> 19-22  Fortschrittsbericht 1	1. <i>Die Firmenorganisation</i> 2. <i>Wofür sind Sie zuständig?</i> 3. <i>Betrieblicher Arbeits- und Umweltschutz</i>
8	Do 13.02		 S. 34-35: Üb. 1-6 • S. 36-37: Üb. 1-5 • S. 38-39: Üb. 1-6  Schriftliche Aufgabe 2 <b>W</b> 22-26	4. <i>Unterweisung: Einzelteile, Funktionsweise, Arbeitsschutz</i> 5. <i>Frau Breuer wird krankgeschrieben.</i> 6. <i>Drei Krankenversicherungssysteme</i>  Referat 1
9	Di 18.02	4. Von Haus zu Haus mit...	 S. 40-41: Üb. 1-6 • S. 42-43: Üb. 1-8 • S. 44-45: Üb. 1-6  Zusammenfassung des Referats 1 <b>W</b> 27-29	1. <i>Wie machen wir das?</i> 2. <i>So machen wir das.</i> 3. <i>Holen Sie die Personen bitte um 10.00 Uhr ab!</i>
10	Do 20.02		 S. 48-49: Üb. 1-6 • S. 50-51: Üb. 1-5 • S. 52-53: Üb. 1-7  Mündliche Aufgabe 2 <b>W</b> 29-32	4. <i>Mit wem spreche ich am besten?</i> 5. <i>Kommunikation ja – aber wie?</i> 6. <i>Guten Tag, hier spricht der Anschluss von ...</i>  Referat 2
11	Di 25.02		 S. 54-55: Üb. 1-5 • S. 56-57: Üb. 1-6 • S. 58-59: Üb. 1-4	 Schreibwerkstatt 2
12	Do 27.02	5. Das perfekte Mietsystem	 S. 62-63: Test 2 (Kapitel 3 & 4)  Zusammenfassung des Referats 2 <b>W</b> 33-36	1. <i>Profitex hat das Komplett-Angebot</i> 2. <i>Wir suchen die beste Lösung.</i> 3. <i>Der Service-Auftrag</i>
13	Di 04.03		 S. 64-65: Üb. 1-6 • S. 66-67: Üb. 1-7 • S. 68-69: Üb. 1-6  Schriftliche Aufgabe 5 <b>W</b> 36-39	4. <i>Probleme, Ärger, Missverständnisse</i> 5. <i>Zahlungsverkehr</i> 6. <i>Bilanz: Wie war es? Wie ist es heute?</i>  Referat 3
14	Do 06.03		 S. 70-71: Üb. 1-6 • S. 72-73: Üb. 1-6 • S. 74-75: Üb. 1-6  Zusammenfassung des Referats 3	★ Zwischenklausur

Nr.	Datum	Thema	Hausaufgaben	Klassenarbeit
15	Di 11.03	6. Der Mitarbeiter im Betrieb	<ul style="list-style-type: none"> <li>W 40–43</li> <li>📄 Fortschrittsbericht 2</li> </ul>	<ol style="list-style-type: none"> <li>1. Verwaltungsvorgänge</li> <li>2. Das Personalwesen muss neu ausgerichtet werden.</li> <li>3. Die Zielvereinbarung</li> </ol>
16	Do 13.03		<ul style="list-style-type: none"> <li>📖 S. 78–80: Üb. 1–7 • S. 80–82: Üb. 1–3 • S. 82–84: Üb. 1–3</li> <li>🗣️ Mündliche Aufgabe 3</li> <li>W 43–47</li> </ul>	<ol style="list-style-type: none"> <li>4. Führung</li> <li>5. Die Beurteilung</li> <li>6. Zeit und Geld</li> <li>🗨️ Referat 4</li> </ol>
17	Di 25.03	7. Verkaufen, verkaufen, verkaufen!	<ul style="list-style-type: none"> <li>📖 S. 84–86: Üb. 1–7 • S. 87–88: Üb. 1–4 • S. 88–89: Üb. 1–5</li> <li>📖 S. 92–93: Test 3 (Kapitel 5 &amp; 6)</li> <li>🗨️ Zusammenfassung des Referats 4</li> <li>W 48–51</li> </ul>	<ol style="list-style-type: none"> <li>1. Die Vertriebskonferenz</li> <li>2. Die Umsatzziele der Bäder Bauer GmbH</li> <li>3. Dann brauchen wir aber ...</li> </ol>
18	Do 27.03		<ul style="list-style-type: none"> <li>📖 S. 94–95: Üb. 1–7 • S. 96–97: Üb. 1–6 • S. 98–99: Üb. 1–5</li> <li>🗨️ Schriftliche Aufgabe 4</li> <li>W 51–53</li> </ul>	<ol style="list-style-type: none"> <li>4. Der Weg zum Kunden</li> <li>5. Bäder Bauer-Service: Das Montageseminar</li> <li>6. Ist bei Ihnen der Kunde König?</li> <li>🗨️ Referat 5</li> </ol>
19	Di 01.04		<ul style="list-style-type: none"> <li>📖 S. 100–101: Üb. 1–4 • S. 102–103: Üb. 1–5 • S. 104–105: Üb. 1–6</li> <li>🗨️ Zusammenfassung des Referats 5</li> </ul>	<ul style="list-style-type: none"> <li>🗨️ Schreibwerkstatt 3</li> </ul>
20	Do 03.04	8. Auf der Messe	<ul style="list-style-type: none"> <li>W 54–56</li> </ul>	<ol style="list-style-type: none"> <li>1. Messeplätze</li> <li>2. Messeziele</li> <li>3. Ich sehe, Sie interessieren sich für ...</li> </ol>
21	Di 08.04		<ul style="list-style-type: none"> <li>📖 S. 108–109: Üb. 1–3 • S. 109–112: Üb. 1–4 • S. 112–114: Üb. 1–5</li> <li>🗣️ Mündliche Aufgabe 4</li> <li>W 56–59</li> </ul>	<ol style="list-style-type: none"> <li>4. Können Sie mir zu diesem Produkt etwas sagen?</li> <li>5. Nach der Messe</li> <li>6. Nach der Messe ist vor der Messe.</li> <li>🗨️ Referat 6</li> </ol>
22	Do 10.04	9. Import – Export	<ul style="list-style-type: none"> <li>📖 S. 114–116: Üb. 1–5 • S. 116–118: Üb. 1–5 • S. 118–119: Üb. 1–6</li> <li>📖 S. 122–123: Test 4 (Kapitel 7 &amp; 8)</li> <li>🗨️ Zusammenfassung des Referats 6</li> <li>W 60–63</li> <li>📄 Fortschrittsbericht 3</li> </ul>	<ol style="list-style-type: none"> <li>1. Ein Unternehmen und sein Gründer</li> <li>2. Der Exportauftrag</li> <li>3. Wo bleibt die Lieferung?</li> </ol>
23	Di 15.04		<ul style="list-style-type: none"> <li>📖 S. 124–125: Üb. 1–5 • S. 126–127: Üb. 1–6 • S. 128–129: Üb. 1–7</li> <li>🗨️ Schriftliche Aufgabe 5</li> <li>W 63–65</li> </ul>	<ol style="list-style-type: none"> <li>4. Das Kleingedruckte</li> <li>5. Plötzlich ist alles anders!</li> <li>6. Beschwerdemanagement</li> <li>🗨️ Referat 7</li> </ol>
24	Do 17.04		<ul style="list-style-type: none"> <li>📖 S. 130–131: Üb. 1–4 • S. 132–133: Üb. 1–5 • S. 134–135: Üb. 1–6</li> <li>🗨️ Zusammenfassung des Referats 7</li> </ul>	<ul style="list-style-type: none"> <li>🗨️ Schreibwerkstatt 4</li> </ul>
25	Di 22.04	10. Ich möchte hier arbeiten	<ul style="list-style-type: none"> <li>W 66–68</li> </ul>	<ol style="list-style-type: none"> <li>1. Ein Blick in die Stellenangebote</li> <li>2. Bildungssysteme</li> <li>3. Der europass Lebenslauf</li> </ol>
26	Do 24.04		<ul style="list-style-type: none"> <li>📖 S. 138–139: Üb. 1–4 • S. 140–141: Üb. 1–4 • S. 142–144: Üb. 1–6</li> <li>🗣️ Mündliche Aufgabe 5</li> <li>W 68–71</li> </ul>	<ol style="list-style-type: none"> <li>4. Die schriftliche Bewerbung</li> <li>5. Das Vorstellungsgespräch</li> <li>6. Wie stehen meine Chancen?</li> <li>🗨️ Referat 8</li> </ol>
27	Di 29.04		<ul style="list-style-type: none"> <li>📖 S. 144–146: Üb. 1–4 • S. 146–148: Üb. 1–4 • S. 148–149: Üb. 1–4</li> <li>🗨️ Zusammenfassung des Referats 8</li> </ul>	<ul style="list-style-type: none"> <li>🗨️ Schreibwerkstatt 5</li> </ul>
28	Do 01.05		<ul style="list-style-type: none"> <li>📖 S. 152–153: Test 5 (Kapitel 9 &amp; 10)</li> </ul>	<ul style="list-style-type: none"> <li>! Zusammenfassung und Wiederholung</li> </ul>
	TBA		<ul style="list-style-type: none"> <li>! Wiederholung und Vorbereitung auf die Klausur</li> </ul>	<ul style="list-style-type: none"> <li>☆ Klausur</li> </ul>