



Course Index: 37900

Credits: 3

Meeting Times: Tuesdays & Thursdays 1:10–2:30 (Period 4)

Meeting Place: Scott Hall, Room 202

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

Course Description

German, Austrian, and Swiss companies traditionally enjoy worldwide an excellent reputation representing innovation, quality and cutting-edge technology. The German economy ranks number one in Europe and number four worldwide. Both global-scale companies and smaller enterprises from German-speaking Europe attract business partners from all over the world. Germany and the United States invest \$40 billion per year in each other's businesses. German companies account for 700,000 jobs in the United States, and US companies have created approximately the same number of jobs in Germany. A great number of German corporations and banks have branches in New Jersey and the New York City area. Many companies name German as the language they would most like their employees to know.

This course presents an introduction to the language typically used in business settings in German-speaking countries. It prepares students to the use of the language in specific business-related contexts and helps them develop a better understanding of the German corporate culture. Throughout the semester the students will 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:

- Meeting business partners;
- Business trips, company visits, professional fairs;
- Offers, purchasing, and leasing;
- Job search and job interviews;
- Day-to-day office life;
- Office organization and equipment;
- Social meetings with business partners and small talk.

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

Study Materials

1. Norbert Becker, Jörg Braunert, Wolfram Schlenker. *Unternehmen Deutsch Grundkurs • Lehrbuch*. Stuttgart, Germany: Klett, 2008. ISBN 978-3-12-675740-9 (3-12-675740-5).
2. Norbert Becker, Jörg Braunert, Wolfram Schlenker. *Unternehmen Deutsch Grundkurs • Arbeitsbuch*. Stuttgart, Germany: Klett, 2009. ISBN 978-3-12-675741-6 (3-12-675741-3)
3. Norbert Becker, Jörg Braunert, Wolfram Schlenker. *Unternehmen Deutsch Grundkurs • 2 Audio-CDs*. Stuttgart, Germany: Klett, 2005. ISBN 978-3-12-675739-3 (3-12-675739-1)
4. Norbert Becker, Jörg Braunert, Wolfram Schlenker. *Unternehmen Deutsch Grundkurs • Wörterheft*. Stuttgart, Germany: Klett, 2009. ISBN 978-3-12-675738-6 (3-12-675738-3)

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%
W 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.

Course Requirements and Assignments

Oral Assignments • 10%

During the semester students will complete ten 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.

Writing Assignments • 10%

During the semester students will complete ten writing 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 writing 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 all office hours.

W Vocabulary Quizzes • 10%

Learning business-related vocabulary is a crucial part of mastering business German. At the beginning of each session the students will write a short quiz with the vocabulary they have reviewed for the session.

Presentation • 15%

Students will work in small groups (2 or 3 students) in order to make a presentation (*Referat*) on one of the topics covered in class. While the general topic is 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. The presentation consists of a 15-minute talk 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 **313 – Referat [#] – [Name_of_Presenter_1], [Name_of_presented_2]**., e.g., **323 – 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 12, on Thursday, October 10, in Scott Hall, Room 202.
 - ☆ The final examination (20%) will take place on Monday, December 16, from 8:00 a.m. to 11:00 a.m. in Scott Hall, Room 202.
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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. Please include **313 – [First_Name]** in the Subject Line, e.g. **313 – 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. Please Include **313 – [First_Name] – Progress Report [#]** in the Subject Line, e.g. **313 – 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 email 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](#).

Semesterplan

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

Nr.	Datum	Thema	Hausaufgaben	Klassenarbeit
1	Di 03.09			Einführung • Kennenlernen • Semesterplan
2	Do 05.09	1. Erster Kontakt	Kursmaterialien besorgen  Mündliche Aufgabe 1 W 4–7	1. <i>Guten Tag!</i> 2. <i>Familie und Beruf</i> 3. <i>Die Gruppe Allianz</i>
3	Di 10.09		 S. 4–5: Üb. 1–7 • S. 6–7: Üb. 1–6 • S. 8–9: Üb. 1–6  Schriftliche Aufgabe 1 W 7–9	4. <i>Karten, Ausweise, Scheine</i> 5. <i>Neue Kollegen</i>
4	Do 12.09	2. Besucher kommen	 S. 10–11: Üb. 1–7 • S. 12–13: Üb. 1–6 • S. 15: Üb. 1  Mündliche Aufgabe 2 W 10–14	1. <i>Wie war die Reise?</i> 2. <i>Herzlich willkommen!</i> 3. <i>Die Leute sind da.</i>
5	Di 17.09		 S. 16–17: Üb. 1–6 • S. 18–19: Üb. 1–5 • S. 20–21: Üb. 1–7  Schriftliche Aufgabe 2 W 14–15	4. <i>Wer sind die Leute?</i> 5. <i>Kate Carlson beginnt ihr Praktikum</i>
6	Do 19.09	3. Leute	 S. 22–23: Üb. 1–5 • S. 24–25: Üb. 1–4 • S. 27: Üb. 1  S. 28–29: Test 1 (Kapitel 1 & 2)  Mündliche Aufgabe 3 W 16–19	1. <i>Meine Familie</i> 2. <i>Auf einem Seminar</i> 3. <i>Eine Verabredung</i>
7	Di 24.09		 S. 30–31: Üb. 1–6 • S. 32–34: Üb. 1–7 • S. 34–36: Üb. 1–8  Schriftliche Aufgabe 3 W 19–21  Fortschrittsbericht 1	4. <i>Freizeit und Hobbys</i> 5. <i>An der Pforte</i>  Referat 1
8	Do 26.09	4. Bedarf, Bestellung, Kauf	 S. 36–38: Üb. 1–8 • S. 39: Üb. 1–2 • S. 41: Üb. 1  Mündliche Aufgabe 3  Zusammenfassung des Referats 1 W 22–25	1. <i>Wir brauchen einen Drucker</i> 2. <i>Ich möchte einen Wagen mieten</i> 3. <i>Das Angebot</i>
9	Di 01.10		 S. 42–44: Üb. 1–7 • S. 44–46: Üb. 1–6 • S. 46–48: Üb. 1–4  Schriftliche Aufgabe 4 W 25–27	4. <i>Im Tagungshotel</i> 5. <i>Die Dienstreise</i>  Referat 2
10	Do 03.10	5. Im Büro und unterwegs	 S. 48–50: Üb. 1–6 • S. 50–51: Üb. 1–5 • S. 53: Üb. 1  S. 54–55: Test 2 (Kapitel 3 & 4)  Mündliche Aufgabe 3  Zusammenfassung des Referats 2 W 28–32	1. <i>Das Praktikantenbüro</i> 2. <i>Entschuldigung, wie komme ich von hier zum...?</i> 3. <i>Und was machen wir mit...?</i>
11	Di 08.10		 S. 56–57: Üb. 1–5 • S. 58–59: Üb. 1–6 • S. 60–61: Üb. 1–6  Schriftliche Aufgabe 5 W 32–33	4. <i>Unterwegs zur Firma Rohla</i> 5. <i>Vor der Messe</i>  Referat 3
12	Do 10.10		 S. 62–63: Üb. 1–6 • S. 64–65: Üb. 1–4 • S. 66: Üb. 1  Zusammenfassung des Referats 3	★ Zwischenklausur

Nr.	Datum	Thema	Hausaufgaben	Klassenarbeit
13	Di 15.10	6. Namen, Zahlen, Daten, Fakten	W 34–37	1. <i>Das Mercedes-Benz Kundencenter Bremen</i> 2. <i>Chrono.data GmbH & Co.KG</i>
14	Do 17.10		<ul style="list-style-type: none"> S. 68–69: Üb. 1–5 • S. 70–71: Üb. 1–4 Mündliche Aufgabe 6 W 37–38 	3. <i>Die Arbeitsorganisation in der Rückware</i> 4. <i>Drucker und Regale</i>
15	Di 22.10		<ul style="list-style-type: none"> S. 72–73: Üb. 1–5 • S. 74–75: Üb. 1–6 Schriftliche Aufgabe 6 W 38–39 Fortschrittsbericht 2 	5. <i>Was für ein Typ bin ich?</i> Referat 4
16	Do 24.10	7. Auf Stellensuche	<ul style="list-style-type: none"> S. 76–77: Üb. 1–5 • S. 79: Üb. 1 S. 80–81: Test 3 (Kapitel 5 & 6) Zusammenfassung des Referats 4 W 40–43 	1. <i>Versicherungen</i> 2. <i>Welche Stelle passt?</i>
17	Di 29.10		<ul style="list-style-type: none"> S. 82–84: Üb. 1–8 • S. 84–85: Üb. 1–5 Mündliche Aufgabe 7 W 43–46 	3. <i>Das Home-Office von Frau Hörbiger</i> 4. <i>Drei Versicherungen, drei Länder</i>
18	Do 31.10		<ul style="list-style-type: none"> S. 86–88: Üb. 1–7 • S. 88–90: Üb. 1–6 Schriftliche Aufgabe 7 W 46–47 	5. <i>Zwei Städte</i> Referat 5
19	Di 05.11	8. Tagesplan, Wochenplan	<ul style="list-style-type: none"> S. 90–91: Üb. 1–5 • S. 93: Üb. 1 Zusammenfassung des Referats 5 W 48–49 	1. <i>Aufgaben über Aufgaben</i> 2. <i>Herr Sommer, sie sollen...</i>
20	Do 07.11		<ul style="list-style-type: none"> S. 94–95: Üb. 1–5 • S. 96–97: Üb. 1–5 Mündliche Aufgabe 8 W 49–51 	3. <i>Reiseplanung</i> 4. <i>Viel zu tun</i>
21	Di 12.11		<ul style="list-style-type: none"> S. 98–100: Üb. 1–6 • S. 100–102: Üb. 1–5 Schriftliche Aufgabe 8 W 51 Fortschrittsbericht 3 	5. <i>Ein verrückter Tag – nichts hat geklappt!</i> Referat 6
22	Do 14.11	9. Rund um den Computer	<ul style="list-style-type: none"> S. 102–103: Üb. 1–6 • S. 105: Üb. 1 S. 106–107: Test 4 (Kapitel 7 & 8) Zusammenfassung des Referats 6 W 52–55 	1. <i>Einweisung für Frau Carlson</i> 2. <i>Was ist da passiert?</i>
23	Di 19.11		<ul style="list-style-type: none"> S. 108–109: Üb. 1–5 • S. 109–111: Üb. 1–6 Mündliche Aufgabe 9 W 55–56 	3. <i>Hilfe, der Computer spinnt!</i> 4. <i>Störungen beseitigen, Defekte und Schäden beheben</i>
24	Di 21.11		<ul style="list-style-type: none"> S. 112–113: Üb. 1–6 • S. 114–115: Üb. 1–7 Schriftliche Aufgabe 9 W 57 	5. <i>Reparatur oder Neukauf?</i> Referat 7
25	Di 26.11	10. Neu im Betrieb	<ul style="list-style-type: none"> S. 116–117: Üb. 1–8 • S. 119: Üb. 1 Zusammenfassung des Referats 7 W 58–60 	1. <i>Willkommen bei uns!</i> 2. <i>Kleine Feiern</i>
26	Di 03.12		<ul style="list-style-type: none"> S. 120–122: Üb. 1–8 • S. 122–124: Üb. 1–7 Mündliche Aufgabe 10 W 61–63 	3. <i>Ach, das ist ja interessant...</i> 4. <i>Das Betriebsrestaurant</i>
27	Do 05.12		<ul style="list-style-type: none"> S. 124–126: Üb. 1–6 • S. 126–128: Üb. 1–6 Schriftliche Aufgabe 10 W 63 	5. <i>Die Verabschiedung</i> Referat 8
28	Do 10.12		<ul style="list-style-type: none"> S. 128–129: Üb. 1–3 • S. 131: Üb. 1 S. 132–133: Test 5 (Kapitel 9 & 10) Zusammenfassung des Referats 8 	! Zusammenfassung und Wiederholung
	Mo 16.12 8:00-11:00		! Wiederholung und Vorbereitung auf die Klausur	☆ Klausur