

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF LANGUAGE TRAINING AND COMMUNICATIONS

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, PhD)

SYLLABUS

SUBJECT: LANGUAGE FOR BUSINESS - GERMAN

DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE

YEAR OF STUDY: 6; SEMESTER: 11

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

CREDITS: 3

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl.:		
• LECTURES	0	0
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	60	-

Prepared by:

1.
(Senior Lecturer N. Stefanov)

2.
(Senior Lecturer M. Popova)

Head of Department:
of Language Training and Communications (Assoc. Prof. Vladimir 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; listening to authentic interviews or lectures and developing note-taking skills; developing strategies for telephoning, networking; having the opportunity to understand how business works in different cultures, etc.

The main competencies involved in the Consultancy Project course are:

- *Literacy competence (1).*
- *Multilingual competence (2).*

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	Marketing		6	
1.1.	- Wer teilt sich den Markt auf?			
1.2.	- Was braucht der Kunde? - Was muss man über den Markt wissen? Reflexion und Überprüfung			
2.	Produkt- und Preismix		6	
2.1.	- Wem soll was verkauft werden?			
	- Was soll verkauft werden?			
2.2.	- Zu welchen Bedingungen soll verkauft werden? - Reflexion und Überprüfung			
3.	Distributions- und Kommunikationsmix		6	
3.1.	- Wie kommt das Produkt zum Kunden?			
	- Wie soll das Produkt kommuniziert werden?			
3.2.	Reflexion und Überprüfung			
4.	Rechtsformen von Unternehmen		6	
4.1.	- Was muss man von der Wahl der Rechtsform wissen?			
	- Warum volles Risiko?			
	- Volles Risiko und erleichterte Kapitalbeschaffung?			
	- Wie viel Risiko und woher das Kapital?			
4.2.	Reflexion und Überprüfung			
5.	Management		6	
5.1.	- Was tut ein Manager?			
	- Wonach richten sich Manager?			
	- Wo sind Manager tätig?			
	- Wie sind Unternehmen organisiert?			
5.2.	Reflexion und Überprüfung			
	Total:		30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	No.	extracurricular, h.
1.	Midterm control		
1.1.	Test 1	1	20
1.2.	Test 2	1	20
1.3.	Test 3	1	20
	Total for midterm control:	3	60
2.	End-of-term control		
2.1.	End-of-term exam		
	Total for end-of-term control:	-	-
	Total for all forms of control:	3	60

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Buhlmann, R., Fearn, A., Leimbacher, E. (2008). **Wirtschaftsdeutsch von A-Z (Neubearbeitung)**. Langenscheidt, ISBN 978-3-468-49869-5.
2. Language for Business – German Course Materials available at <https://e-learn.ue-varna.bg>.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Геннадиева, Д., Монеv, В. (2005). **Deutsch-bulgarisches Wirtschaftswörterbuch**. Софи-Р, 2005, ISBN 954-638-133-0.
2. Стоянова Д., Божилова Ц., Христова Р. (1994). **Bulgarisch-deutsches Wirtschaftswörterbuch**. ИК „Библиотека 48“, ISBN 954-80-47-21-7.