《经贸德语》课程教学大纲

**一、课程基本信息**

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| --- | --- | --- | --- |
| **英文名称** | Business German | **课程代码** | GERM1043 |
| **课程性质** | 专业选修课程 | **授课对象** | 全日制本科德语专业学生 |
| **学 分** | 2 | **学 时** | 36 |
| **主讲教师** | Anja Spiller | **修订日期** | 2025年3月23日 |
| **指定教材** | 经济德语，Wirtschaftskommunikation auf Deutsch，上海外语教育版社 | | |

**二、课程目标**

（一）**总体目标**

The overall objective of the Business German course is to equip students with the specialized vocabulary and communication skills necessary to navigate business and economic topics in German. Students will learn to discuss a range of business-related themes, including corporate structures, market strategies, financial management, and international trade, with clarity and precision.

Additionally, the course aims to provide a comparative analysis of the German and Chinese business environments, highlighting key differences and similarities in business practices, cultural norms, and communication styles. Through this comparative study, students will gain insights into potential intercultural misunderstandings and develop strategies to effectively manage cross-cultural interactions in a business context.

By the end of the course, students will be well-prepared to engage in professional discussions and negotiations in German, while demonstrating a nuanced understanding of the cultural dynamics that shape business interactions.

（二）课程目标

The teaching objective of this course is to empower students to confidently discuss a wide range of business topics in German, with a focus on practical workplace scenarios. Students will develop the ability to navigate various business contexts, from human resources (HR) to marketing and research and development (R&D), using specialized vocabulary and appropriate communication styles. Through interactive exercises and real-life simulations, students will enhance their listening and speaking skills, enabling them to engage effectively in business conversations and negotiations.

Additionally, the course will introduce students to reading and interpreting German business articles, further expanding their understanding of industry-specific language and concepts.

By the end of the course, students will have significantly improved their self-confidence in using German in professional settings and will have established a strong foundation for advanced business communication tasks.

**课程目标1：Get to know different aspects of business topics**

* 1. Understand the basics of different business topics.
  2. Get to know real life examples.
  3. Understand business related newspaper articles.

**课程目标2：Intercultural Business Communication**

2.1 Learn differences between the German and Chinese business environment.

2.2 Learn possible intercultural misunderstandings at the workplace and how to avoid them.

（三）课程目标与毕业要求、课程内容的对应关系

**表1 课程目标与课程内容、毕业要求的对应关系表**

|  |  |  |  |
| --- | --- | --- | --- |
| **课程目标** | **课程子目标** | **对应课程内容** | **对应毕业要求** |
| 课程目标1 | 1.1 | 第一到第十章 | The student must be able to name and explain different business topics in German. He or she must be able to name real examples and understand business related newspaper articles. |
| 1.2 |
| 1.3 |
| 课程目标2 | 2.1 | 第一到第十章 | The student must be able to name and explain possible intercultural misunderstandings at the workplace. He or she must be able to explain how to avoid intercultural problems. |
| 2.2 |

**三、教学内容**

**第一章 Job Interview and Work Contract**

课时：2周，共4课时

Objective: The goal is to let students know how to apply for jobs in Germany, practice German job interviews and learn the basic contents of a work contract in German.

**第二章 Work Departments and Organizational Strucures**

课时：2周，共4课时

Objective: The goal is to get to know different departments and their functions in a German company. We will learn different organizational structures and their functions.

**第三章 Leadership Styles**

课时：2周，共4课时

Objective: The goal is to get to know different leadership styles and their pros and cons. We will talk about possible misunderstandings between different cultures regarding the leadership style. Also, we will discuss how to avoid misunderstandings.

**第四章 Market research and Research & Development**

课时：2周，共4课时

Objective: The goal is to get to know market research methods and the importance of market research. We will practice by developing an own market research project. Also, we will get to know the importance of research and development and discuss pros and cons.

**第五章 Marketing**

课时：1周，共2课时

Objective: The goal is to get to know the parts of the marketing mix and their importance. We will plan a marketing mix in group work for our own project. Also, we will talk about cultural misunderstandings in marketing.

**第六章 Intercultural Business Communication**

课时：2周，共4课时

Objective: The goal is to get to know cultural differences at the workplace between Germany and China, possible misunderstandings and how to solve them.

**第七章 Negotiation**

课时：1周，共2课时

Objective: The goal is to get to know different negotiation methods. We will practice negotiations in Germany. Also, we will talk about cultural misunderstandings in negotiation and how to solve them.

**第八章 Supply Chain Management**

课时：2周，共4课时

Objective: The goal is to get to know the tasks and importance of SCM. We will plan an SCM for our own project.

**第九章 Customer Service and Complaint**

课时：1周，共2课时

Objective: The goal is to get to know the importance of a customer service and legal basis for complaint. We will compare to Chinese law.

**第十章 Going Public**

课时：1周，共2课时

Objective: The goal is to get to know the basics of the stock market and reasons for going public. We will compare the importance of the stock market in Germany and China.

**四、学时分配**

**表2：各章节的具体内容和学时分配表**

|  |  |  |
| --- | --- | --- |
| 章节 | 章节内容 | 学时分配 |
| 第一章 | Job Interview and Work Contract | 4 |
| 第二章 | Work Departments and Organizational Strucures | 4 |
| 第三章 | Leadership Sytles | 4 |
| 第四章 | Market research and Research & Development | 4 |
| 第五章 | Marketing | 2 |
| 第六章 | Intercultural Business Communication | 4 |
| 第七章 | Negotiation | 2 |
| 第八章 | SCM | 4 |
| 第九章 | Customer Service and Complaint | 2 |
| 第十章 | Going Public | 2 |

**五、教学进度**

**表3 教学进度表**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 周次 | 日期 | 章节名称 | 内容提要 | 授课时数 | 作业及要求 | 备注 |
| 1 |  | 第一章 | Job Interview and Work Contract | 4 | Know German job interviews and work contract content |  |
| 2 |  | 第二章 | Work Departments and Organizational Strucures | 4 | Know different departments and their functions, know different organizational structures and their functions |  |
| 3 |  | 第三章 | Leadership Sytles | 4 | Know different leadership styles and possible misunderstandings between different cultures |  |
| 4 |  | 第四章 | Market research and Research & Development | 4 | Know market research methods and the importance of market research, know the importance of research and development |  |
| 5 |  | 第五章 | Marketing | 2 | Know the parts of the marketing mix and their importance |  |
| 6 |  | 第六章 | Intercultural Business Communication | 4 | Know the cultural differences at the workplace between Germany and China and possible misunderstandings and how to solve them |  |
| 7 |  | 第七章 | Negotiation | 2 | Know different negotiation methods and cultural misunderstandings about negotiation |  |
| 8 |  | 第八章 | SCM | 4 | Know the tasks and importance of SCM |  |
| 9 |  | 第九章 | Customer Service and Complaint | 2 | Know the importance of a customer service and legal basis for complaint |  |
| 10 |  | 第十章 | Going Public | 2 | Know the basics of the stock market and reasons for going public |  |

**六、教材及参考书目**

经济德语，Wirtschaftskommunikation auf Deutsch，上海外语教育版社

**七、教学方法**

Our teaching method in the Business German course is designed to be highly interactive and practical, ensuring that students gain a comprehensive understanding of each business topic through a structured and engaging approach:

Step 1: Introduction and Foundation Building

Lectures and Guided Learning

Lectures: The teacher will introduce the fundamental concepts and terminology of each business topic, providing clear explanations and examples.

Text Analysis: We will read and analyze relevant texts together as a class, focusing on key vocabulary, grammar, and industry-specific language. This collaborative approach ensures that students grasp the core concepts and can ask questions in real-time.

Audiovisual Materials: Short videos and multimedia resources will be used to provide additional context and visual reinforcement of the topics. These materials will help students understand real-world applications and current trends in the business world.

Step 2: Deepening Understanding through Practical Application

Interactive Exercises

Comprehension Exercises: Students will engage in various exercises designed to deepen their understanding of the topics. These may include true/false questions, multiple-choice quizzes, and gap-fill activities to reinforce key concepts and vocabulary.

Case Studies: Real-life business scenarios will be presented for students to analyze and discuss in groups. This approach helps students apply theoretical knowledge to practical situations and develop critical thinking skills.

Role-Playing: Simulated workplace scenarios will allow students to practice using the language in context. For example, students might role-play job interviews, business meetings, or client presentations, focusing on appropriate language use and communication strategies.

Group Work and Collaborative Learning

Group Projects: Students will work in teams to complete tasks related to the business topics covered. These projects may involve creating marketing plans, conducting market research, or developing business proposals. Group work encourages collaboration, peer learning, and the development of teamwork skills.

Presentations: Groups will present their findings or projects to the class, providing an opportunity for students to practice public speaking and receive feedback from both the teacher and peers. This helps build confidence and refine presentation skills in a supportive environment.

Step 3: Application and Mastery

Real-Life Work Tasks

Practical Assignments: Students will engage in practical tasks that simulate real-life business activities. For example, they might write business emails, create reports, or prepare business plans. These tasks will help students develop the practical skills needed for professional communication in German.

Feedback and Correction: Regular feedback from the teacher and peers will help students identify areas for improvement and reinforce correct language usage. Constructive feedback sessions will ensure continuous progress and mastery of the material.

Integration of Reading and Speaking Skills

Reading Business Articles: Students will read and discuss German business articles, enhancing their reading comprehension skills and expanding their vocabulary. This activity will also provide insights into current business trends and practices in Germany.

Debates and Discussions: Structured debates and discussions on business topics will help students develop their argumentation skills and ability to express opinions clearly and persuasively in German.

Continuous Assessment and Support

Regular Assessments: Formative assessments, such as quizzes and short tests, will be used to monitor students' progress and provide timely feedback.

Support Sessions: Additional support sessions will be available for students who need extra help with specific topics or skills. These sessions will provide personalized guidance and reinforcement.

**八、考核方式及评定方法**

**（一）课程考核与课程目标的对应关系**

**表4 课程考核与课程目标的对应关系表**

|  |  |  |
| --- | --- | --- |
| **课程目标** | **考核要点** | **考核方式** |
| 课程目标1 | Business Topics | Participation and final exam |
| 课程目标2 | Intercultural Business Communication | Participation and final exam |

**（二）评定方法**

**1．评定方法**

平时成绩：50%（课堂表现和作业完成情况）

期末考试：50%

**2．课程目标的考核占比与达成度分析**

**表5：课程目标的考核占比与达成度分析表**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **考核占比**  **课程目标** | **平时** | **期中** | **期末** | **总评达成度** |
| 课程目标1 | 50% | - | 50% |  |
| 课程目标2 | 50% | - | 50% |

**（三）评分标准**

| **课程**  **目标** | **评分标准** | | | | |
| --- | --- | --- | --- | --- | --- |
| **90-100** | **80-89** | **70-79** | **60-69** | **＜60** |
| **优** | **良** | **中** | **合格** | **不合格** |
| **A** | **B** | **C** | **D** | **F** |
| **课程**  **目标1** | The student can easily explain different business topics in German. He or she can name facts without problems and is able to answer related exercises easily. | The student can explain different business topics in German. He or she can name facts and is able to answer related exercises. | The student can explain some business topics in German. He or she can name some facts and is able to answer related exercises. | The student has problems explaining different business topics in German. He or she can barely name facts and has problems answering related exercises. | The student can’t easily different business topics in German. He or she can’t name facts and is not able to answer related exercises. |
| **课程**  **目标2** | The student can easily name and explain intercultural misunderstanding in the workplace. He or she can easily explain how to solve problems. | The student can name and explain intercultural misunderstanding in the workplace. He or she can explain how to solve problems. | The student can name and explain some intercultural misunderstanding in the workplace. He or she can explain how to solve problems. | The student can barely name and explain intercultural misunderstanding in the workplace. He or she can barely explain how to solve problems. | The student can’t name and explain intercultural misunderstanding in the workplace. He or she can’t explain how to solve problems. |