《经贸德语（一）》课程教学大纲

**一、课程基本信息**

|  |  |  |  |
| --- | --- | --- | --- |
| **英文名称** | Business German | **课程代码** |  |
| **课程性质** |  | **授课对象** |  |
| **学 分** |  | **学 时** |  |
| **主讲教师** | Anja Spiller | **修订日期** | 2023年4月12日 |
| **指定教材** | Wirtschaftskommunikation auf Deutsch | | |

**二、课程目标**

（一）**总体目标**

The overall objective of Business German is to introduce the students to important business and economics topis and how to talk about them in German. The objective of this class is also to compare the German and Chinese business environment and learn about possible intercultural misunderstandings.

（二）课程目标

The teaching objective of this course is to enable students to master talking about various business topics in German. That includes mastering situations at the workplace from HR to marketing or research and development. The goal is to improve students’ self-confidence and lay a good foundation for mastering reading German business articles or mastering business conversations.

**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 | 第一到第二章 |  |
| 1.2 |  |
| 1.3 |  |
| 课程目标2 | 2.1 | 第一到第二章 |  |
| 2.2 |  |
| 2.3 |  |

**三、教学内容**

**第一章 Job Interview and Work Contract**

课时：2周，共4课时

Objective: Get to know German job interviews and work contract content

**第二章 Work Departments and Organizational Strucures**

课时：2周，共4课时

Objective: Get to know different departments and their functions, get to know different organizational structures and their funtions

**第三章 Leadership Styles**

课时：2周，共4课时

Objective: Get to know different leadership styles and possible misunderstandings between different cultures

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

课时：2周，共4课时

Objective: Get to know market research methods and the importance of market research, get to know the importance of research and development

**第五章 Marketing**

课时：1周，共2课时

Objective: Get to know the parts of the marketing mix and their importance

**第六章 Intercultural Business Communication**

课时：2周，共4课时

Objective: Get to know the cultural differences at the workplace between Germany and China and possible misunderstandings and how to solve them

**第七章 Negotiation**

课时：1周，共2课时

Objective: Get to know different negotiation methods and cultural misunderstandings about negotiation

**第八章 Supply Chain Management**

课时：2周，共4课时

Objective: Get to know the tasks and importance of SCM

**第九章 Customer Service and Complaint**

课时：1周，共2课时

Objective: Get to know the importance of a customer service and legal basis for complaint

**第十章 Going Public**

课时：1周，共2课时

Objective: Get to know the basics of the stock market and reasons for going public

**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 funtions |  |
| 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**

Wirtschaftskommunikation auf Deutsch, Shanghai Foreign Language Education Press

**七、教学方法**

Teach the basics of different business topics, read various texts together, do exercises to fully each topic, practice real life work tasks in group work

**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** | Excellent | Good | Average | Not good | Fail |
| **课程**  **目标2** | Excellent | Good | Average | Not good | Fail |