

UNIVERSITY OF ECONOMICS - VARNA
DEPARTMENT OF LANGUAGE TEACHING
DEPARTMENT OF WEST EUROPEAN LANGUAGES

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “FOREIGN LANGUAGE GERMAN”;

DEGREE PROGRAMME: „Accounting“; BACHELOR`S DEGREE

YEAR OF STUDY: 1st; SEMESTER: 1st;

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

CREDITS: 3

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

| <i>TYPE OF STUDY HOURSE</i> | WORKLOAD, h. | TEACHING HOURS PER WEEK, h |
|---|---------------------|-----------------------------------|
| CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS (lab. exercises) | 0 30 | 0 2 |
| EXTRACURRICULAR | 60 | - |

Prepared by:

1.
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2.
(senior lecturer Elena Pencheva)

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I. ANNOTATION

The Business German module is prepared 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, listen to authentic interviews and develop note-taking skills, develop strategies for telephoning and networking, have the opportunity to understand how business works in different cultures, etc.

II. THEMATIC CONTENT

| No. | TITLE OF UNIT AND SUBTOPICS | NUMBER OF HOURS | | |
|--|--|-----------------|-----------|------|
| | | L | S | L.E. |
| Kapitel 1. Berufliche Orientierung | | | 4 | |
| 1.1 | Berufliche Tätigkeit, Erwartungen und Perspektiven | | | |
| 1.2 | Kernkompetenzen am Arbeitsplatz | | | |
| 1.3 | Tarif- und Arbeitsvertrag (Arbeitsverhältnisse, Arbeitszeit, Urlaub) | | | |
| Kapitel 2. Das Unternehmen | | | 4 | |
| 2.1 | Rechtsformen von Unternehmen | | | |
| 2.2 | Aufbau und Organisation von KMU | | | |
| 2.3 | Geschäftliche Begegnungen und Kommunikation im Betrieb | | | |
| Kapitel 3. Marktwirtschaft | | | 4 | |
| 3.1 | Formen und Modelle (freie und soziale Marktwirtschaft) | | | |
| 3.2 | Marktmechanismus (Angebot und Nachfrage) | | | |
| 3.3 | Vor- und Nachteile der Globalisierung | | | |
| Kapitel 4. Banken | | | 6 | |
| 4.1 | Bankdienstleistungen | | | |
| 4.2 | Sicht-, Termin- und Spareinlagen | | | |
| 4.3 | Wertpapiergeschäfte | | | |
| Kapitel 5. Finanzen | | | 6 | |
| 5.1 | Der Zahlungsverkehr zwischen Unternehmen | | | |
| 5.2 | Die praxisnahe Finanzierung (Kredit, Darlehen, Hypothek) | | | |
| 5.3 | Franchise und Leasing | | | |
| Kapitel 6. Ein Firmenbesuch planen und organisieren | | | 6 | |
| 6.1 | Firmenbild und Firmenprofil | | | |
| 6.2 | Ziele und Strategie; Markt und Wettbewerb | | | |
| 6.3 | Ein Unternehmen vorstellen | | | |
| Total: | | | 30 | |

III. FORMS OF CONTROL:

| No. by row | TYPE AND FORM OF CONTROL | № | extracurricular, h. |
|--|--------------------------------------|----------|---------------------|
| 1. | Midterm control | | |
| 1.1. | Project work – on a predefined theme | 1 | 10 |
| 1.2. | Written assignments on a given topic | 1 | 10 |
| 1.3. | Test (mixed type questions) | 2 | 30 |
| Total midterm control: | | 4 | 50 |
| 2. | Final term control | | |
| 2.1. | Test | | |
| Total final term control: | | 1 | 10 |
| Total for all types of control: | | 5 | 60 |

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. G. Guenat, P. Hartmann, *Deutsch für das Berufsleben*, Ernst Klett Sprachen, Stuttgart, 2014

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Adelheid Höffgen: *Deutsch lernen für den Beruf*, Verlag für Deutsch, 2001
2. Becker, Braunert, Schlenker: *Unternehmen Deutsch Grundkurs*, Klett Verlag, 2004