

**COURSE DATA****DATA SUBJECT**

Code: 35025
Name: Business german I
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1314 - Degree in International Business	Modern language for business II (German)	ELECTIVES

COORDINATION

LABARTA POSTIGO MARIA

SUMMARY

Introduction to GERMAN FOR BUSINESS I is a compulsory subject, taught in English in the second semester of the first year of the Degree in International Business. This subject is linked to the area of German Philology and to the module Foreign Languages (for specific purposes). It is also related to other foreign language courses such as English for Business and French for Business. In the second year of the Degree, there will be a second level which is a continuation of this course: GERMAN FOR BUSINESS II.

Professional interest of this course: Communication in a foreign language is vital for professionals in the world of business. German is, after English, one of the most spoken second languages of Europe. It has the biggest number of native speakers in Europe, with nearly 100 million people, who have German as their mother language. Even in the Valencian Community it is one of the most spoken foreign languages, second only to English.

GERMAN FOR BUSINESS is therefore essential to communicate both orally and by letter with business partners from German-speaking countries. Hence, we recommend that students go abroad and spend one semester in a German speaking country.

The main contents of the course are as follows:

1. Introduction to a second language (German) for business
2. Basic specialized vocabulary (lexis) for the field of business
3. Basic interaction and communication in second language for business
4. Reading comprehension of different types of business discourses
5. Writing different types of texts in the field of business



PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No prior knowledge of German is required to take this course.

Those who choose this course in GERMAN FOR BUSINESS I will be required to enrol in GERMAN FOR BUSINESS II.

COMPETENCES / LEARNING OUTCOMES

DESCRIPTION OF CONTENTS

Thematic content

- Topic 1 (1st and 2nd week): Erste Kontakte im Alltag und im Beruf. Fragen und Antworten zur Person: Name, Herkunft, Beruf, Befinden (per du / per Sie).
- Topic 2 (3 th and 4th week): Persönliche Dokumente: Ausweis, Visitenkarte, Telefonnummer, Adresse. Termine vereinbaren. Wochentage, Tageszeiten, formelle Uhrzeit.
- Topic 3 (5th and 6th week): Terminplanung, Tagesordnung, Unterricht, Studienplan. Zeitangaben, Zahlen.
- Topic 4 (7th and 8th week): Essen und Trinken: Frühstück, Mittagessen und Abendessen in deutschsprachigen Ländern. Bestellen und Bestellungen aufnehmen. Vorlieben ausdrücken. Bewerten (gern / nicht so gern).
- Topic 5 (9th and 10th week): Verkehrsmittel im städtischen Nahverkehr. Verfügbare Verkehrsmittel nach Eigenschaften. Dienstreise. Vorzüge und Nachteile von Auto, Flug, Flugzeug. Preise und Uhrzeiten. Elektronische Geräte in Betrieb nehmen.
- Topic 6 (11 th and 12th week): Lebensmittel und Artikel geplant einkaufen: Art, Verpackung, Gewicht, Einkaufshäufigkeit. Fachsprachliche Dialoge mit Kunden: Telefonisch bestellen. Lieferkonditionen besprechen.
- Topic 7 (13 th and 14th week): Orientierung in der Stadt. Orts- und Richtungsangaben. Ordnungszahlen. Wegbeschreibungen.

Grammar

- The position of the verb: Aussage.
- W-Frage (Wie / Was / Woher / Wohin / Wer, Wo, Wie lange, Wann) y Ja/Nein-Frage. Articles die, der, das. The numbers 1 to 1.000.000.
- The regular verbs in present form. Irregular verbs: haben and sein.
- Nominativ: the definite articles (der, das, die), the indefinite articles (ein, ein, eine) and the



- negative articles (kein, keine). Form and use.
- Akkusativ-Ergänzung: the definite articles (den, das, die), the indefinite articles (einen, ein, eine) and the negative articles (keinen, kein, keine). Form and use.
- The forms möchte and Verb + gern).
- The Prepositions: in, aus, von, bei, für, gegen, zwischen. Expressions of frequency: einmal, zweimalwöchentlich, täglich Ordinal numbers: 1 to 19
- The plural forms.
- The infinitive forms to give instructions. Die Modalverben: möchten, wollen, können

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Laboratory	30,00
Classroom practices	15,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	19,00
Independent study and work	21,00
Preparation of lessons	30,00
Preparation for assessment activities	20,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

The proposed methodology will be a hybrid model combining the instructional model and interactive exhibition/communication. Lectures will introduce and organize new content. In the interactive/communicative teaching model, the teacher will provide guidance and facilitate learning through dialogue, discussion, and problem-solving in an environment of peer interaction. Students will learn to share insights and ideas about objective reality and the reconstruction of collective knowledge. Practical and Laboratory classes will be used for different types of interactive and participatory work (teacher-student, student pairs, and student groups) that complement the lecture model. Through these activities, which use both inductive and deductive procedures, we will involve students in various activities related to the topic under study to influence the application of knowledge, problem-solving, and analytical, logical, and critical thinking skills.

In class, we will use one of the manuals mentioned in the literature; or the one indicated at the start of each course by the lecturer; as well as additional and updated material, which will be made available to the students during the course through the virtual classroom.



The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Zoom or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

EVALUATION

The course assessment has the following components:

1. A final exam that will evaluate the different skills: reading, writing, speaking and listening. This test accounts for 70% of the final grade.
2. Continuous assessment of the student based on his/her participation and involvement in the teaching-learning process (attendance and class participation, exercises and tasks that are given in the classroom or virtual classroom, attending tutorials, ...) and practical activities carried out by the student during the course. This will account for 30% of the final grade.

Attendance and class participation will be valued in the section on continuous assessment. Students who do not regularly come to classes may not be awarded a grade for ongoing evaluation and, therefore, will not be awarded with a higher score. That is, could obtain only 70% of the grade.

The requirements for the evaluation will be the same for exam calls. If students do not achieve a " pass" in the first call, they will have the chance to repeat the part 1 (exam), while they will keep the results that obtained in part 2. The students who have not achieved any marks in part 2 will not be able to achieve them in the second call. Therefore, the highest record they can achieve is the 70% corresponding to part 1 (exam).

Evaluation and qualification regulations:

https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf

REFERENCES

COURSE MANUAL

- DaF im Unternehmen. Kurs und Übungsbuch mit Audios und Filmen online A1. Ernst Klett Sprachen.

DIGITAL DICTIONARIES

- Linguee (deutsch¿ Spanish / English). Website: <https://www.linguee.es>.
- LEO Deutsch ¿ Spanish / English. Website: <https://dict.leo.org>
- Collins German Dictionary (EN-DE). Website: <https://www.collinsdictionary.com>
- Oxford German Dictionary (EN-DE). Available in: Lexico/Oxford Languages

OTHER DIGITAL RESOURCES



- DW (Deutsche Welle) "Deutsch im Job". Wegsite: <https://learngerman.dw.com>
- Goethe-Institut ¿ Deutsch für den Beruf. Website: <https://www.goethe.de>