



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	Business German II			
1.2 Study program/s	Undergraduate professional study Tourism and Sports Management			
1.3 Course status (O,E)		1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	30
1.5 Course abbreviation			Seminars	
1.6 Semester	II		E-learning	
1.7 ECTS	4	1.7 Place and time of instruction	Premises of the Polytechnic of Međimurje in Čakovec, according to the schedule published on the website.	

2. TEACHING STAFF

2.1 Course leader/s-title	Martina Sobočan, senior lecturer	contact	martina.sobocan@mev.hr
		contact	
2.2 Assistant/s- title		contact	
		contact	
2.3 Instruction held by- title		contact	

3. COURSE DESCRIPTION

3.1 Course goals	Define marketing, advertising, trade fairs, trade fair goals and tourism. Classify passengers in German, identify complaints and formulate a response to a complaint. Describe in German the tourism and tourist attractions of Croatia and the basic concepts in the field of sports. Present the product / innovation in German.									
3.2 Prerequisites	Business German I course completed									
3.3 Course outcomes	After successfully completing the course, students will be able to: O1 - Define marketing, advertising, trade fairs, trade fair objectives, tourism and passenger classification in German. O2 - Recognize the complaint and formulate a response to the complaint in German. O3 - Describe the tourist attractions of Croatia and the basic concepts of sports in the German language. O4 - Present the product / innovation in German.									
3.4 Course content	The course contains the following topics: marketing, event marketing - example, advertising, fairs - description, goals, organization, examples, tourism, travellers, tourism in Croatia, trends in tourism, complaints and response to complaints, basic concepts related to sports, etc. Each topic is accompanied by material with grammar, which is a component of expression and communication in the area of a particular topic.									
3.5 Types of coursework	x	Lectures	x	Exercises		Blended e-learning	x	Individual activities		Laboratory
		Seminars and workshops		Distant learning		Field classes		Multimedia and network		Mentorship

		Other																																		
3.6 Language of instruction																																				
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	2	Class attendance		Seminars		Essay																														
		Class activity		Project		Report/paper																														
	0.5	Midterm exams		Practical task		Continuous knowledge check																														
		Written exam		Experimental work	0.5	Presentation																														
	1	Oral exam		Research																																
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table border="1"> <thead> <tr> <th>Activity specification</th> <th>Percent %</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td>Presentation</td> <td>10%</td> <td>10</td> </tr> <tr> <td>Midterm exam 1</td> <td>35%</td> <td>35</td> </tr> <tr> <td>Midterm exam 2</td> <td>35%</td> <td>35</td> </tr> <tr> <td>Oral exam</td> <td>20%</td> <td>20</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i></td> </tr> <tr> <td>Written exam</td> <td>70%</td> <td>70</td> </tr> <tr> <td>Oral exam</td> <td>20%</td> <td>20</td> </tr> <tr> <td>Total:</td> <td>100%</td> <td>100</td> </tr> </tbody> </table>						Activity specification	Percent %	Points	Assessment during instruction			Presentation	10%	10	Midterm exam 1	35%	35	Midterm exam 2	35%	35	Oral exam	20%	20	<i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i>			Written exam	70%	70	Oral exam	20%	20	Total:	100%	100
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Total:	100%	100																																		
3.9 Assessment criteria – analysis per learning outcomes	Ways of evaluating learning outcomes																																			
		Presentatio n		Mid-term exam 1	Mid-term exam 2	Oral exam	Total																													
	Outcome 1			35	5	10	50																													
	Outcome 2				10		10																													
	Outcome 3				20	10	30																													
	Outcome 4	10					10																													
	Outcome not-related																																			
	Total	10		35	35	20	100																													
<p>Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)</p> <p>Points Grade</p> <p>89 – 100 excellent (5)</p> <p>76 – 88 very good (4)</p> <p>63 – 75 good (3)</p> <p>50 – 62 pass (2)</p> <p>0 – 49 fail (1)</p>																																				
3.10 Specific features related with taking the course	<p>If a student collects 50% of the points of each outcome, he / she directly takes the oral exam. The condition is that he made a presentation.</p> <p>If a student does not achieve a sufficient number of points on the midterm exam, he / she cannot take the next midterm exam.</p> <p>Once won points in intermediate exams for each learning outcome are no longer deleted unless the student decides to correct the result for a particular learning outcome, whereby the points won until then are deleted and newly earned points are entered for that learning outcome.</p> <p>A student cannot access the exam period if he has not made a presentation.</p> <p>The final grade is obtained at the exam.</p>																																			

3.11 Students obligations	<p>Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam.</p> <p>Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.</p>	
3.12 Written assignments - presentations	<p>Presentations must be written on a computer, can be made in PowerPoint or students can use other tools, e.g. Prezi, PowToon, etc. The presentation must last a minimum of 5 and a maximum of 10 minutes. The presentation must contain an introduction, main part and conclusion, where the introductory slide must contain the key points of the presentation. The presentation must not contain long sentences or text. Instead, there must be only keywords on the slides, and the content, i.e. the topic of the presentation, must be freely presented, without reading from the slides. The last slide (s) of the presentation must contain a list of used literature. After the presentation, it is necessary to seek feedback from the audience, i.e. fellow students.</p>	
3.13 Required reading	<ol style="list-style-type: none"> 1. 2. 	<p>Čičin-Šain Buljan, M., Kosanović, J., Štampalija, A.: Poslovni njemački 2, Mikrorad – Ekonomski fakultet Zagreb, 2009.</p> <p>Sander, Ilse et al. DaF im Unternehmen. Ernst Klett Sprachen, Stuttgart 2016.</p>
3.14 Additional reading	<ol style="list-style-type: none"> 1. 2. 3. 4. 	<p>Lecture and exercise notes.</p> <p>Duden – Universalwörterbuch Online</p> <p>Marčetić, T., Žmegač, C., Deutsch für den Alltag – Njemački za svakoga, Školska knjiga Zagreb, 1995.</p> <p>Darabuš, Lj., Đolonga, S., Engler, T., Vježbe iz njemačke Gramatike, Sveučilište Sjever</p>
4 ADDITIONAL COURSE INFORMATION		
4.1 Quality control	<p>The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.</p>	
4.2 Contact the teacher	<p>Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.</p>	
4.3 Information about the course	<p>It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be</p>	

	posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
4.4 Course contribution to the study program	Communicate using basic language principles in an appropriate way in business situations in a foreign language.

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

LECTURES				
Classes	Topic and description	Method	Learning outcomes	Course outcome
		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 		
1.	Consumption	Direct teaching, discovery and group learning	Recognize terms in German related to the topic of marketing.	O1
2.	Marketing	Direct teaching, discovery and group learning	Define marketing in German.	O1
3.	Event marketing	Direct teaching, discovery and group learning	Give an example and benefits of event marketing.	O1
4.	Advertising factors	Direct teaching, discovery and group learning	Define advertising in German.	O1
5.	Reading charts	Direct teaching, discovery and group learning	Describe the changes shown in the graph in German.	O1
6.	Promotional media and slogans	Direct teaching, discovery and group learning	Comment on advertising slogans in German.	O1
7.	A small lexicon of marketing	Direct teaching, discovery and group learning	Sort terms and definitions in German.	O1
8.	Trade fairs	Direct teaching, discovery and group learning	Define trade fairs in German.	O1
9.	Trade fair towns/cities in Germany	Direct teaching, discovery and group learning	List the most famous trade fair cities in Germany in German.	O1

10.	Trade fair goals	Direct teaching, discovery and group learning	Define trade fair goals in German.	O1
11.	Communication elements and expressing opinions	Direct teaching, discovery and group learning	Express an opinion in German with the help of given structures.	O2
12.	Business letters – form and content	Direct teaching, discovery and group learning	Order the elements of business letters using the elements given.	O2
13.	Complaints and dealing with complaints	Direct teaching, discovery and group learning	Recognize the complaint in German and formulate a response to the complaint in German.	O2
14.	Passenger classification	Direct teaching, discovery and group learning	Classify passengers in German.	O1
15.	Sport	Discovery and group learning.	Define basic sports related terms in German.	O3

EXERCISES/ SEMINARS

Classes	Topic and description	Method	Learning outcomes	Course outcome
		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 		
1.	Comparative sentences	Direct teaching, Discovery and group learning	Use comparative sentences in German.	O1
2.	Advertising	Direct teaching, Discovery and group learning	Define advertising in German.	O1
3.	Advertising in print media (and online)	Direct teaching, Discovery and group learning	Describe trends and changes in advertising in German.	O1
4.	Compounds	Direct teaching, Discovery and group learning	Distinguish the components of a German compound.	O1
5.	Linking words	Direct teaching, Discovery and group learning	Use linking words appropriately.	O1

6.	Revision	Discovery and group learning	Self-evaluate the knowledge of course content.	O1
7.	Midterm test	Individual learning	-	-
8.	Fair organization and planning	Direct teaching, Discovery and group learning	Describe the actions that precede the fair in German.	O1
9.	Zagreb fair	Direct teaching, Discovery and group learning	Describe the fair in German.	O1
10.	Indirect speech	Direct teaching, Discovery and group learning	Use indirect speech to convey someone's words in German.	O1
11.	Business letters – practice	Direct teaching, Discovery and group learning	Compose a business letter in German.	O2
12.	Tourism and sports	Direct teaching, Discovery and group learning	Describe basic concepts from tourism and sports.	O3
13.	Croatia as destination	Direct teaching, Discovery and group learning	Describe Croatia and its most important destinations in German.	O3
14.	Students' presentations	Individual learning	Present a product / an innovation in German.	O4
15.	Midterm test	Individual learning	-	-