

<b>Professor name</b>	REGINA, Mario
<b>Master in</b>	<ul style="list-style-type: none"> <li>- ECONOMICS AND MANAGEMENT</li> <li>- ECONOMICS AND MANAGEMENT OF TOURISM ACTIVITIES AND SERVICES</li> <li>- MARKETING</li> <li>- BUSINESS PROFESSIONAL CONSULTING</li> <li>- MARKETING &amp; BUSINESS COMMUNICATION</li> <li>BUSINESS ECONOMICS</li> </ul>
<b>Academic year</b>	2015/2016
<b>I or II semester</b>	II
<b>Number of ECTS credits</b>	6
<b>Scientific Sector Code</b>	L-Lin 14

**Course unit title: German Language (a.y. 2015/2016)**  
**(Prof.REGINA Mario)**

**University of Bari Aldo Moro**

- Master in: ECONOMICS AND MANAGEMENT
- ECONOMICS AND MANAGEMENT OF TOURISM ACTIVITIES AND SERVICES
  - MARKETING
  - BUSINESS PROFESSIONAL CONSULTING
  - MARKETING & BUSINESS COMMUNICATION
  - BUSINESS ECONOMICS

**-Pre-requisites**

For students with very little previous competence in the German language. The course leads up to Level A2/B1 according to the Common European Framework of Reference for Languages. (Elementary – Pre-Intermediate – Intermediate)

**-Objectives**

*The Course provides a basic study of German vocabulary, syntax and grammar thanks to original material (audio, video and text books). The course will also give students the ability to: a) interact in different linguistic contexts; b) identify and understand basic information from texts and discussion (general and economical-legal); c) summarize and participate in everyday and professional conversations.*

**-Course content**

The aim of the course is to allow the students to acquire the necessary morpho-syntactic rules of the German language, in order to develop their written and oral skills.

For this purpose, the linguistic functions will be tackled through communicative situations of progressive difficulty, different in terms of context, references, argumentative modalities and registers. These functions will deal with the fundamental social activities, personal and interpersonal daily situations, current issues related to the country's civilization and in particular to the economic field – management and business.

The German language will be examined in its different skills: writing, speaking, multimedia forms, its variety in the social dimension and in its use in relation to the territory.

In this phase, the language for special purposes will also be taken into account, favouring the semantic field, connotation and denotation of the words.

The actual reference material will be made of graphs, economic newspapers and magazines, terms of a contract, advertising and marketing strategies, also in multimedia medium. The final aim of the course is to bring students to the levels A2-B1, as acknowledged by the Council of Europe (Elementary – Pre-Intermediate – Intermediate).

-Compulsory reading – study material

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  - G.Motta, *Direkt*, Loescher, Torino, 2010
  - P.Barberis, *Portal Deutsch. Deutsch für den Beruf in Wirtschaft und Tourismus.*: Poseidonia, Bologna, 2006
  - G.G. Sander, (2004), *Deutsche Rechtssprache-Ein Arbeitsbuch*, A. Francke Verlag- UTB-Tübingen Basel

-Dictionary : Sansoni (Vol.unico) oppure Zanichelli- *Il Tedesco dell'Economia-*

-Recommended reading - study material

- A. Destro,a cura di, *I paesi di Lingua Tedesca*, Il Mulino,Bologna, 2004
- M. Regina, *Risonanze, Feuilleton di Fine Secolo*, Levante Editori, Bari, 1999
- C.Wiseman, *Unternehmen Deutsch*, Arbeitsheft, Cideb, 2000
- V.Eismann, *Wirtschafts-Kommunikation*,(Hrsg. Goethe Institut), Langenscheidt,Berlin-München 2004
- G.Covazza, *Stichwort: HANDEL*, Innocenti, Trento 2009

-Teaching methods

- Direct contact
  - Lectures: Yes/
  - Tutorials: Yes/
- Personal work
  - Case studies – in group: Yes

-Assessment methods

- Assignment: Yes/
- Written without oral presentation: yes
- Oral presentation: Yes

Students will take a written exam( grammar test+ comprehension+vocabulary test) and a oral exam(speaking/conversation++ *presentations on legal-economic topics faced by the course.* *Succesful completion of written examination is required to access oral examination.*

-This course is in e-learning Web Site area: The reference material