

Faculty of Arts and Letters



GERM2412 Oral business communication techniques in German

[30h+30h exercises] 9 credits

This course is taught in the 1st and 2nd semester

Teacher(s): Hedwig Reuter
Language: German
Level: Second cycle

Aims

At the end of the course, students should be able to apply the general principles of communication in a German-speaking business environment and they should have reached a B2 oral level (Common European Framework of Reference) in German.

Main themes

This course introduces the general principles of communication particularly the linguistic, sociolinguistic, pragmatic and cultural aspects of interaction. Special attention will be paid to specific characteristics of communication in the German-speaking world.

This general introduction will be followed by a detailed presentation of techniques which should be implemented in communication activities specific to a company: presentations to varied audiences, participation in discussions, chairing meetings, commercial negotiations, telephone conversations, etc.

Exercises accompanying the course will allow students to simulate active participation in a variety of professional situations. The student's simulation will be recorded and subsequently analysed in detail.

Content and teaching methods

The following themes will be discussed:

- 1) a general introduction to oral communication;
- 2) specific aspects of communication in a company (management style, psychological motivation, etc.);
- 3) specific aspects of the German language in a company culture (greetings, formulae of politeness, communication techniques depending on the gender of the speaker, etc.)
- 4) communication within the company (communicating with the personnel, internal meetings, presentations, etc.)
- 5) external communication including intercultural communication with foreign business partners (job interviews, information and advice to clients, telephone conversations, press conferences, etc.)

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Prerequisite: B1 level of oral German (Common European Framework of Reference)

Evaluation: Oral examination: speak on a given professional situation.

Part 2 (30 hours) of the course is given by the Institut des Langues Vivantes (ILV).

Other credits in programs

MULT21MS	Première année de master en communication multilingue, à finalité spécialisée en langues des affaires	(9 credits)
MULT22MS	Deuxième année de master en communication multilingue, à finalité spécialisée en langues des affaires	(9 credits)