

**Prospectus**  
**GRMN 2190-001**  
**The German Business World – A Macro Perspective**  
(TR-8:30 a.m. to 10:00 a.m.)

Instructor: David James, PhD

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Course Description:

This course offers you insights into the dynamics of Business German, while taking a *macro* approach. Examples of course topics include: economic geography and its diversity, Germany's role in international trade, the changing role of the European Union, and the economic importance of national transportation and tourism. In addition, the course emphasizes the development of students' discourse competencies, Business German vocabulary and grammar.

Course assignments include oral presentations on current events, class discussions, role-play, regular online threaded discussions and collaborative group work. You are expected to prepare assignments *before* class. This includes all readings and exercises, as well as any questions or comments on the readings. Class time will be used to practice speaking, answering questions, reviewing exercises and holding group discussions on various topics. You will also regularly view and discuss current editions of the *Deutsche Welle* television news magazine *Made in Germany*. Class participation is a *key* component of this course and it is therefore expected that you be present and *actively* take part.

Class Structure for Fall 2022

- *Synchronous*: Two 90-minute sessions (during rostered time blocks) which are used to build on asynchronous discussion and answer any questions students may have. Students are assigned preparation activities (including, but not limited to, chapters from the textbook, articles from newspapers and videos posted to Canvas, formulating questions and preparing for discussions) to encourage an interactive discussion either as a group or in breakout sessions. Students have the opportunity to explore their own interests, when they give (2) oral reports on current political and economic events in Germany or the EU as well as the presentation of the semester project.
- *Asynchronous*: Use of discussion board on Canvas organized as a) threaded discussions with assigned topics for students to share ideas and resources and comment on the responses of other students b) focused discussions as a forum for summaries and questions related to that week's readings and/or videos. Informal writing prompts carried out using individual vocabulary journals (possibly via shared Google Doc) or in discussion posts are used to encourage students to engage with readings more deeply.

- *Schedule reflecting the workload for a typical week:* 20-30 pages per week of moderate reading/watching videos (3 hours), student-led oral report [twice per semester] (1 hour), discussion board (0.5 hour), 1 research paper [7-10 pages] (1 hour), informal writing posts (0.5 hour), individual/group projects [including one final paper presentation] (1 hour).

#### **Grading:**

1) 200 points or 20%	Class participation
2) 150 points or 15%	Asynchronous Canvas assignments, vocabulary journal and all other written correspondence and text exercises
3) 100 points or 10%	2 oral reports (50 points each)
4) 300 points or 30%	3 take-home exams (100 points each)
5) 200 points or 20%	Semester Project
6) 50 points or 5%	Oral presentation of Semester Project

#### Assignments & Assessments:

**Vocabulary Journal:** Students should write down 10 to 20 new vocabulary items per text from the texts in *Wirtschaft verstehen* in a journal. It will be collected on test days.

**Written correspondence:** Focused business correspondence is key to successful communication. To this end, each student will write a series of letters as part of the text's exercises. As with other written assignments, you will be able to re-submit your drafts once corrections have been made.

**Text exercises:** Each chapter in the text has accompanying exercises/questions. Students must complete assigned exercises before class, unless otherwise instructed. We will discuss these exercises in class and they will be collected randomly. All written assignments must be neatly typed in 12-font, spell-checked and double-spaced, unless otherwise instructed. It is recommended that you keep all of our written assignments in one folder throughout the semester.

**Oral Reports:** Each student will make 2 oral reports on current events from a macro perspective from a German publication of his/her choice. The oral summary should last approximately 10 minutes. The topic may address any region of the world but the article must be in German and submitted with a half-page summary, also in German. The oral reports will be followed by questions and discussion from the other members of the class. The dates for the presentations will be determined after consultation with the students.

**Exam I** covers readings, daily topics, oral reports, vocabulary and structures covered in class or assigned.

**Exam II** is comprehensive but will focus on readings, daily topics, oral reports, vocabulary and structures covered after Exam I.

**Exam III** is comprehensive but will focus on readings, daily topics, oral reports, vocabulary and structures covered after Exam II.

**Semester Project and Oral Presentation:** Each student will write a 7-10 page semester paper and present it orally to the class. The topic must be on the macro level and approved by me in advance. This paper should incorporate concepts studied throughout the course. I will discuss the paper and presentation in a more detail during the course of the semester. The oral, multimedia presentation provides a general overview of the topic and conclusions and takes place during the final week of the semester.

### Essential Course Policies

Course Materials: Required Readings (Available at Penn Bookstore, 36<sup>th</sup> and Walnut as well as online):

- *Geschäftsdeutsch: An Introduction to German Business Culture. Edition 1.1*  
Wehage and Clay, 2015.
- Articles from *Wirtschaft verstehen* and from newspapers such as the *Frankfurter Allgemeine Zeitung*, *Handelsblatt*, *Managemagazin*, *Die Zeit* and *WirtschaftsWoche* are provided by the instructor.
- Recommended: A good *Wirtschaftsdeutsch* dictionary