



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI

Fondul Social European  
POSDRU 2007-2013Instrumente Structurale  
2007-2013MINISTERUL  
EDUCAȚIEI  
NAȚIONALE

OPOSDRU

UNIVERSITATEA DE VEST  
DIN TIMIȘOARA**Investește în oameni!**

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Proiect cofinanțat din Fondul Social European prin Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007- 2013

## COURSE SYLLABUS

### 1. Information about the programme:

1.1 Institution of higher education	WEST UNIVERSITY OF TIMISOARA
1.2 Faculty / Department	FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
1.3 Department of	MARKETING AND INTERNATIONAL BUSINESS RELATIONS
1.4 Area of study	FINANCE
1.5 Level of studies	BACHELOR STUDIES
1.6 Training / qualification	FINANCE AND BANKING

### 2. Discipline data:

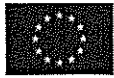
2.1 Course title	<b>GERMAN FOR BUSSINES AND COMMERCIAL COMMUNICATION FB1TC2106 – 1<sup>st</sup> Semester</b>						
2.2 Course titular							
2.3 Workshop activities titular	Teach. Assist. SEVEREANU Rita PhD						
2.4 Year of study	II	2.5 Semester	1	2.6 Type of assessment	C	2.7 Type of subject matter	Ob

### 3. Total estimated time (hours of teaching per semester):

3.1 Number of hours per week	2	3.2 course		3.3 workshops	2
3.4 Total hours in the curriculum	28	3.5 course		3.6 workshops	28
<b>Distribution of time:</b>					<b>hours</b>
Study based on Instructions, course materials, bibliography and notes					10
Additional documentation library, specialized electronic platforms / field					3
Training seminars / laboratories, homework, essays, portfolios and essays					5
Tutoring					2
Examinations					2

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Other activities.....		
3.7 Total hours of private study	22	
3.8 Total hours per semester	50	
3.9 Number of credits	2	

### 4. Prerequisites (where applicable)

4.1 of curriculum	•
4.2 of skills	•

### 5. Conditions (where applicable)

5.1 of the course	• Students` attendance for the course activities –50%.
5.2 to lead seminar / laboratory	• Students` attendance for the seminar activities –70%.

### 6. Specific skills acquired

Transversal skills	CT3 Identification of opportunities for continuous learning and efficient use of resources and techniques needed to learn for self-development
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### 7. Course objectives (based on the grid of the skills acquired)

7.1 The overall objective of discipline	<ul style="list-style-type: none"> <li>• highlighting and awareness of cultural differences between nations and understanding that these differences are at the root of most international crises and obstacles for international projects</li> <li>• understanding the dialectic mechanism multicultural relations</li> <li>• awareness of ethical challenges related to work and awareness of professional responsibility</li> <li>• demonstrating and highlighting the idea that communication between cultures is possible, providing tracks for intercultural cooperation</li> </ul>
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	<ul style="list-style-type: none"> <li>• Develop positioning to: - treat inequalities</li> <li>- The integration of persons in group</li> <li>- Differences in social role</li> <li>- Degree of tolerance in relation to unknown</li> <li>- Reaction to stress</li> </ul>
7.2 The specific objectives	negotiation at different levels

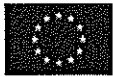
## 8. Contents

8.1 Course	Teaching methods	Comments
<b>Bibliography:</b>		
8.2. Seminar / lab	Teaching methods	Comments
1. The enquiry; the offer	Lectures, heuristic conversation, Brainstorming	<b>Week 1: 2 hours</b>
2. The order; acknowledgement /receipt of order	Lectures, heuristic conversation	<b>Week 2: 2 hours</b>
3. The complaint / answering a complaint	Lectures, heuristic conversation	<b>Week 3: 2 hours</b>
4. Dealing with litigations; summons	Lectures, heuristic conversation	<b>Week 4: 2 hours</b>
5. Correspondence regarding banking, transportation and insurance	Lectures, heuristic conversation	<b>Week 5: 2 hours</b>
6. Internal messaging; the memorandum	Lectures, heuristic conversation, graphic organizer	<b>Week 6: 2 hours</b>
7. An invitation; postcards	Lectures, heuristic conversation, learning by questions	<b>Week 7: 2 hours</b>
8. The report	Lectures, heuristic conversation, learning by questions	<b>Week 8: 2 hours</b>



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9. The proceeding; the assessment	Lectures, heuristic conversation, learning by questions	<b>Week 9: 2 hours</b>
10. The letter of advertisement	Lectures, heuristic conversation, learning by questions	<b>Week 10: 2 hours</b>
11. The letter of application	Lectures, heuristic conversation, learning by questions	<b>Week 11: 2 hours</b>
12. The curriculum vitae/ answering the letter of application	Lectures, heuristic conversation, learning by questions	<b>Week 12: 2 hours</b>
13. Circumstantial correspondence – drafting the enclosures (drawing up a list, bibliography, etc)	Lectures, heuristic conversation, learning by questions	<b>Week 13: 2 hours</b>
14. Final revision	Lectures, heuristic conversation, learning by questions	<b>Week 14: 2 hours</b>

#### **Bibliography:**

BIRKENBIHL, Vera, (1986) *Kommunikationstraining*, Landsberg.CĂTĂNESCU, Georgeta Ana, (1998) *Correspondența în afaceri*, Editura Mirton, Timișoara.CĂTĂNESCU, (1999) Georgeta Ana, *Kaufmännischer Schriftverkehr*, Editura Mirton, Timișoara.COMMER, Heinz, *Protokoll Etikette für Wirtschaft und Verwaltung*, München, 1964CRONEMEYER, Ulrich, *Erfolg durch gute Umgangsformen*, Deutscher Sparkassenverlag, Stuttgart, 1989GLADIGAU, G., BREITKREUTZ, R., RICHTER, K., *Gutes Deutsch-Gute Briefe*, Westermann Schulbuchverlag, Braunschweig, 1993GRAUDENZ, Karlheinz, *Die gute Umgangsform - Man benimmt sich wieder*, München, 1981HARRIS, A. Thomas, *Ich bin o.k. und Du bist o.k...*, Reinbek, 1979KNIGGE, Adolf Freiherr von, *Über den Umgang mit Menschen*, Stuttgart, 1984RÜRUP, Bert, *Dicționar german-român al economiei de piață*, Editura Niculescu S.R.L., București, 1996SABATH, Ann Marie, *Codul bunelor maniere în afaceri*, Editura Vreamea, București, 2000**EDU4LIFE** - Curriculă modernă, educație continuă și dialog permanent pentru creșterea competitivității și integrării pe piața muncii

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SCHOENWALD, Ulrich, *Correspondance commerciale français-allemand-édition bilingue*, Les Edition d'Organisation, Paris 1991.

\*\*\* *Briefe gut und richtig schreiben*, Duden, Dudenverlag, Mannheim, 1987.

\*\*\* *Langenscheidts Musterbriefe - 100 Briefe - Deutsch*, Langenscheidt, Berlin und München, 1992

### 9. Corroboration of the course contents with the epistemic expectations of the community representative, professional associations and representative employers of the programme itself.

- Course content is structured in accordance with the European Commission's Framework for teaching modern languages in higher education
- skills in understanding a text in German commercial correspondence
- Basic knowledge of the German language lexical and morpho-syntactic structures appropriate to allow communicating in writing and knowledge of international standards for business correspondence
- the types of letters fluent expression appropriate to the communication and business
- ability to create, edit and write various types of business correspondence
- strengthening the capacity of expression written in a foreign language (in a business context)

### 10. Evaluation:

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final mark
10.4 Course	Final assessment	The assessment consists of a written answer to two theoretical subjects. All candidates must obtain grade 5 for all subjects.	60%
10.5 Workshop	Answers to seminar activities	Seminar activity is assessed on the quality of discussions by student seminar classes, involvement in solving the case studies and the quality of the business plan. Student's final grade will include a written response and seminar activities.	40%
10.6 Minimum performance standards			
<ul style="list-style-type: none"> <li>• Identify and evaluate business opportunities</li> <li>• Identify and evaluate business ideas</li> <li>• Develops a business plan for validating a business idea</li> <li>• Grade 5 (five)</li> </ul>			



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**Date of submission:** September 2014

**Titular of the course:**

**Seminary titular:**

Teach. Assist. SEVEREANU Rita PhD

**Date of approval in department:** September 2014

**Head of the Department:**

Prof. DOBRE Costinel PhD



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