

Subject card

Subject name and code	Economy of German-Speaking Countries II, PG_00139218						
Field of study	German Studies						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group Humanistic-social subject group		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish Polish 20% German 80%		
Semester of study	4	ECTS credits			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of German Language and Translation Studies -> Institute of German Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Izabela Kujawa				
	Teachers		dr Izabela Kujawa				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Additional information: Lecture with a multimedia presentation Project method (research, implementation, practical project) Group work Text analysis with discussion Problem-solving Discussion						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	Number of study hours	30	2.0	43.0	75		
Subject objectives	The aim of the course is to introduce students to the basic issues concerning the economies of German-speaking countries: Germany, Austria, Switzerland, and the Principality of Liechtenstein, as well as to learn specialized vocabulary in the field of economy/economics. Additionally, the course aims to improve proficiency in specialized German, considering the practice of all language skills, i.e., comprehension, speaking, and writing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FGL3_W04] Knows and understands German terminology in their chosen specialisation, i.e.: translation theory, didactics or business and economy.	The student knows and understands German-language terminology in the fields of macroeconomics (economic systems) and marketing, as well as intermediate-level terminology for analyzing relevant journalistic and specialist texts. The student is able to read, analyze, and discuss economic texts and reports in German, referring to key economic issues and trends in German-speaking countries.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[FGL3_U18] Can individually plan and implement their own lifelong learning.	The student is able to continuously improve their communication and analytical skills related to economic systems and marketing. They effectively use specialized literature, economic reports, and multimedia materials in German to deepen their knowledge of terminology and economic contexts. They regularly assess their language progress and adjust learning strategies to effectively develop their communication and analytical skills in this context.	[SU1] oral statement/conversation/discussion [SU6] demonstration of practical skills
	[FGL3_U10] Has the ability to substantiate their formulated theses, is able to critically use the views of other authors, formulate conclusions and communicate them to various circles of addresses.	The student can discuss topics related to the economy of German-speaking countries. They critically evaluate the views of other authors, considering linguistic and cultural differences, and formulate conclusions that are communicated precisely to various audiences.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[FGL3_U08] Is able to use concepts from the field of the chosen specialization and to apply linguistic knowledge (unders too dasforeign language competence) in typical professional situations.	The student effectively utilizes language skills and knowledge of economic terminology related to economic systems and marketing when carrying out tasks related to international cooperation and communication in an economic and cultural context.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written
	[FGL3_W08] Has knowledge of the interrelationships of Germanic philology with related humanities and social sciences. Has a basic knowledge of the participants in cultural, educational and business-economic activities, and knows and understands the basic principles of the creation and development of various forms of entrepreneurship.	The student has knowledge of the connections between Germanic philology and the humanities and social sciences in the context of the economy of German-speaking countries. They understand the role and significance of participants in business, cultural, and educational activities in German-speaking regions, and are familiar with the basic principles of market operations and the development of various forms of entrepreneurship.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[FGL3_U17] Can appropriately plan and determine priorities for the realization of a task defined by him/herself, together with others or by others; can cooperate with other students in team tasks and projects.	The student effectively manages both individual and team tasks. They collaborate with other students on projects and team assignments related to economic systems and marketing, utilizing acquired economic knowledge and language skills.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[FGL3_U11] Is able to use the specialised language and to communicate accurately and coherently in German, using a variety of communication channels and techniques.	The student proficiently uses specialized German in the field of the economy of German-speaking countries, communicating precisely both orally and in writing. They adapt their language to the economic and cultural context.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[FGL3_K02] Is ready to establish contacts and ask for help when expert knowledge is needed to solve a problem.	The student is able to establish and maintain contacts with experts in an international environment, particularly in German-speaking countries. They are prepared to leverage their expertise in their role as an international communications specialist.	[SK1] oral statement/conversation/discussion [SK6] demonstration of practical skills
Subject contents	<p>The course centers on economic systems, marketing, and advertising in German-speaking countries (Germany, Austria, Switzerland, and the Principality of Liechtenstein), with an emphasis on analyzing specialized language crucial for understanding these fields.</p> <p>Topics:</p> <p>1. Economic Systems:</p> <ul style="list-style-type: none"> Overview of various economic systems (capitalism, socialism, mixed economy) in German-speaking countries. Analysis of their structure and impact on the market. <p>2. Analysis of Economic Texts:</p> <ul style="list-style-type: none"> Detailed linguistic and semantic analysis of texts on economic systems. Students will identify key terms, linguistic structures, and rhetorical strategies. Examples include economic reports and articles on economic systems and their impact on the economy. Specialized Terminology: Introduction to concepts related to economic systems, such as Kapitalismus, Sozialismus, Zentralverwaltungswirtschaft, and Soziale Marktwirtschaft. <p>3. Marketing:</p> <ul style="list-style-type: none"> Fundamentals of marketing strategies in German-speaking countries. Market analysis, brand building, and market research. Analysis of Marketing Texts: Examination of language used in marketing strategies. Students will analyze how language influences brand perception and the effectiveness of marketing campaigns. Examples include marketing strategies of major German-speaking companies. Specialized Terminology: Introduction to marketing terminology such as Markenbildung, Zielgruppe, and Marktforschung. <p>4. Advertising:</p> <ul style="list-style-type: none"> Overview of language and advertising strategies in German-speaking countries. Analysis of advertising content in relation to cultural specifics. Analysis of Advertising Language: Detailed linguistic analysis of advertising texts, including the use of metaphors, idioms, and persuasion techniques. Examples include advertising campaigns, slogans, and product placement. Specialized Terminology: Introduction to advertising vocabulary such as Werbeslogan, Produktplatzierung, and Zielgruppenansprache. <p>5. Cultural Linguistic Context:</p> <ul style="list-style-type: none"> Study of the linguistic specifics in the context of cultural differences in German-speaking countries, influencing the interpretation of marketing, advertising, and economic systems. Analysis of idioms, metaphors, and specific expressions used in these fields. 		
Prerequisites and co-requisites	<p>Selection of business and economic specialization</p> <p>Knowledge of the German language enabling the achievement of the intended learning outcomes.</p>		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral presentations, group work (30%), written tests (30%), final project or presentation (40%).	51.0%	100.0%

Recommended reading	Basic literature	<ul style="list-style-type: none"> • Kujawa, I. (2020) (red.): Wirtschaftsdeutsch als Fremdsprache. Ein Leitfaden mit ausgewählten Themen für die Praxis, Gdańsk. • Empter S., Robert B. Vehrkamp Wirtschaftsstandort Deutschland, VS Verlag, Wiesbaden 2006. • Gostomski E. Gospodarka Niemiec. WUG 2012. • Kirk Ch., Wirtschaftsstandort Deutschland - Chancen und Perspektiven eines Landes, 2009. • https://www.tatsachen-ueber-deutschland.de/de/rubriken/staat-politik. • Beza, S. (2016): Blickpunkt Wirtschaft. Warszawa: Poltext. • Baberadova, H. (2008): Język niemiecki w ekonomii. Zbiór tekstów i ćwiczeń. Fachsprache Deutsch Finanzen. Kommunikation rund ums Geld. Poznań: Lektor Klett. <p>Additionally, he/she is familiar with German press texts (including specialist newspapers) and audiovisual materials in the fields of economics, business, law, politics, and administration.</p>
	Supplementary literature	German press texts (including specialist newspapers) and audiovisual materials in the fields of economics, business, law, politics, and administration (publications related to the topics covered in the classes). The literature list is updated regularly by the instructor.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Prepare a presentation (10-15 minutes) in German in which you discuss the economic situation of the selected country. The presentation should include a brief introduction to the country's economic situation, an analysis of business cycles, and a discussion of inflation and its impact on the economy.	
Work placement	Not applicable	

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