University of Gdańsk

Subject card

Subject name and code	Economy of German-Speaking Countries II, PG_00188860		
Field of study	German Studies		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
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	German German 80% Polish 20%
Semester of study	4	ECTS credits	2.0
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		

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

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	18.0	50

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_U03] They can apply knowledge of humanities and social sciences useful in the work of a German philologist	Is able to apply knowledge from the humanities and social sciences to analyse selected economic phenomena, processes and issues in German-speaking countries.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[FGL3_U09] They are able to plan and organise individual and team work, cooperating with others in the implementation of tasks and projects, including those of an interdisciplinary nature	Is able to plan and organise individual and team work in carrying out more complex tasks and projects concerning the economies of German-speaking countries, drawing on knowledge from various areas of the humanities and social sciences.	[SU2] presentation/project/paper/ report
[FGL3_W08] They know and understand selected issues and terminology in the field of humanities and social sciences, useful in the work of a German philologist, supporting the understanding of processes occurring in the language, history, realities and culture of German-speaking countries	Has an in-depth knowledge and understanding of selected issues, concepts and terminology related to economics and the social sciences and is able to relate them to contemporary economic and socio-economic processes in German-speaking countries.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

<table>
<tr><td>Subject contents</td><td>The course focuses on selected economic issues concerning German-speaking countries (Germany, Austria, Switzerland and Liechtenstein), with particular emphasis on economic systems, marketing and advertising. An important component of the course is also the development of language skills through work with German-language specialist texts. The course covers:

• selected economic models and systems operating in German-speaking countries and their impact on society and the market;
• basic concepts and terminology related to economics, marketing and advertising;
• German-language economic and marketing texts analysed in terms of content, specialist vocabulary, linguistic structures and ways of presenting information;
• basic marketing strategies, including market research, brand building, target-group identification and ways of communicating an offer;
• the language of advertising and marketing, with particular emphasis on persuasive devices, metaphors, slogans, idioms and strategies for influencing the audience;
• selected advertising campaigns and communication strategies used by companies from German-speaking countries;
• cultural and linguistic determinants of economic, marketing and advertising communication, as well as differences between individual German-speaking countries;
• practical use of specialist language in the analysis and interpretation of texts related to economics, marketing and advertising.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Selection of business and economic specialization

Knowledge of the German language enabling the achievement of the intended learning outcomes.</td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>written tests</td><td>0.0%</td><td>30.0%</td></tr>
<tr><td>final project or presentation</td><td>0.0%</td><td>40.0%</td></tr>
<tr><td>oral presentations, group work</td><td>51.0%</td><td>30.0%</td></tr>
</table></td></tr>
<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>• 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): Jezyk niemiecki w ekonomii. Zbior tekstow i cwiczen. Fachsprache Deutsch Finanzen. Kommunikation rund ums Geld. Poznan: Lektor Klett.

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.</td></tr>
<tr><td>Supplementary literature</td><td>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.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>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.</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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