

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		Polish		
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_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						
	[FGL3_U03] They can apply knowledge of humanities and social sciences useful in the work of a German philologist						
	[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						

Subject contents	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. Topics: 1. Economic Systems: • Overview of various economic systems (capitalism, socialism, mixed economy) in German-speaking countries. Analysis of their structure and impact on the market. 2. Analysis of Economic Texts: • 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. 3. Marketing: • 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. 4. Advertising: • 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. 5. Cultural Linguistic Context: • 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	Selection of business and economic specialization Knowledge of the German language enabling the achievement of the intended learning outcomes.								
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>oral presentations, group work (30%), written tests (30%), final project or presentation (40%).</td><td>51.0%</td><td>100.0%</td></tr></table>	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%		
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Recommended reading	Basic literature • 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. 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.								
	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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