University of Gdańsk

Subject card

Subject name and code	Enterprises on the German Market, PG_00200551		
Field of study	German Studies		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	Polish
Semester of study	5	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	30.0	0.0	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 familiarize students with the basic concepts of business operations in the German market, and to develop skills for active and effective communication with German-speaking partners, taking into account intercultural factors. Additionally, the course will present tools for work organization within a corporation.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[NIEML3_W09] Knows and understands the economic, legal, ethical, and other conditions affecting various types of professional activity in the areas of Polish-German relations and history, as well as the key dilemmas of contemporary civilisation related to the functioning of European societies.	He/She independently plans and executes actions aimed at continuously expanding his/her knowledge and skills, understands the need for continuous education and professional development.	[SW1] oral statement/ conversation/discussion
[NIEML3_W10] Knows and understands issues related to the creation and development of various forms of entrepreneurship	He/She knows and understands the basic issues related to the creation and development of various forms of entrepreneurship in Germany.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[NIEML3_K01] Critically evaluates his/her knowledge, demonstrates a willingness to continually expand his/her knowledge and to seek expert advice if he/she has difficulty solving a problem on his/ her own	He/She critically evaluates his/her own knowledge, demonstrates readiness to continuously expand it, and seeks expert opinions when facing difficulties in solving problems independently.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
[NIEML3_K04] Is ready to take on professional challenges; thinks and acts in an entrepreneurial manner; exhibits perseverance in carrying out individual and team professional activities	He/She is ready to take on professional challenges; thinks and acts entrepreneurially; demonstrates perseverance in carrying out individual and team professional activities.	[SK1] oral statement/conversation/ discussion [SK6] demonstration of practical skills
[NIEML3_U09] Independently plans and implements actions leading to a continuous improvement of knowledge and skills, understands the need for continuous training and professional development	He/She independently plans and carries out actions aimed at continuously expanding his/her knowledge and skills, and understands the need for ongoing education and professional development.	[SU1] oral statement/conversation/ discussion
[NIEML3_W08] Knows and understands basic concepts and principles industrial property and copyright protection	He/She possesses knowledge of the formal and legal requirements for registering businesses in the German market.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[NIEML3_W01] Has knowledge of the place and importance of the scientific disciplines forming the field of German Studies in the system of sciences, their subject matter, methodological and terminological specificities, as well as the interrelationship of these sciences	He/She is ready to take on professional challenges; thinks and acts entrepreneurially; demonstrates perseverance in the execution of individual and team professional activities.	[SW1] oral statement/ conversation/discussion
[NIEML3_K06] Is willing to adhere to the principles of professional ethics and require this of others	He/She is prepared to adhere to professional ethics and to demand the same from others.	[SK8] observation of student's independent or team work

Subject contents

Introduction to the German Economic Market:

- Structure of the German economy.
- Key industrial and service sectors.
- The role of small and medium-sized enterprises (Mittelstand).

Business Management:

- Organizational structure of German companies.
- Management models and leadership styles.
- Strategic and operational planning.

Business Culture and Professional Ethics:

- German work culture and its specifics.
- Business communication and meeting protocol.

Marketing and Sales:

- Marketing strategies in the German market.
- Consumer behavior and market analysis.

Specialized Business German Language:

- Terminology in the fields of management, marketing, finance, and law.
- Writing business documents: reports, offers, business correspondence.
- Simulations of negotiations, presentations, and business meetings in German.

Prerequisites and co-requisites	----	
Assessment methods and criteria		

Subject passing criteria	Passing threshold	Percentage of the final grade
Project Evaluation: Content Quality: 50% Project Presentation: 50%	51.0%	100.0%

Recommended reading	Basic literature	Literatura wykorzystywana podczas zajec: · Eismann V. 2006. Erfolgreich am Telefon und bei Gesprachen im Buro. Training berufliche Kommunikation. Berlin: Cornelsen Verlag · Eismann V. 2007. Erfolgreich in der interkulturellen Kommunikation. Training berufliche Kommunikation. Berlin: Cornelsen Verlag · Eismann V. 2010. Erfolgreich in der geschaftlichen Korrespondenz. Training berufliche Kommunikation. Berlin: Cornelsen Verlag · Eismann V. 2013. Wirtschaftskommunikation Deutsch. Verlag Lektorklett · Frindte W. 2001. Einfuhrung in die Kommunikationspsychologie. Weinheim. · Kiefer K.-H. 2013. Der letzte Schliff. Intensiv-Training fur polnische Deutschlerner in Studium und Beruf. Warszawa: Wydawnictwo Poltext · Levy-Hillerich D., Feams A., 2009. Kommunikation im Beruf fur alle Sprachen: B1-B2 Kommunikation in der Wirtschaft. Cornelsen Verlag · Wergen J., Worner A., 2013. PONS Burokommunikation Deutsch: Musterbriefe, Textbausteine und Ubungen fur jeden geschaftlichen Anlass. Pons GmbH. Stuttgart · Kafka, W., Majakiewicz, A., Ziemska, J., Zubik, K. 2008. Aktuelles zu Wirtschaft und Politik. Warszawa: C. H. Beck do samodzielnego studiowania przez studenta: Buscha A., Linthout G. Geschaftskommunikation Verhandlungssprache: Deutsch als Fremdsprache. Hueber Verlag Dregger, H., Dregger, P. 1998. Polsko-niemiecki i niemiecko-polski słownik handlowo-finansowy. Warszawa: Poltex Hering A., Matussek M. Geschaftskommunikation Besser schreiben: Deutsch als Fremdsprache. Hueber Verlag Kienzler, I. 2000. Słownik prawniczo-handlowy niemiecko-polski i polsko-niemiecki. Janki k.Warszawy: AW Morex. Kilian A. 2002. Słownik jezyka prawniczego i ekonomicznego polsko-niemiecki i polsko-niemiecki. Warszawa: C. H. Beck. Rohrer, H.-H. 2008. Kommunizieren im Beruf: 1000 nutzliche Redewendungen. Lehr- und Arbeitsbuch. Verlag Lektorklett E. Gostomski, Gospodarka wspołczesnych Niemiec, Bil I., Gospodarka Niemiec a kraje Europy Srodkowej i Wschodniej, Warszawa 2006. Małachowski W., Gospodarka Niemiec wspołczesnych, Warszawa 2001. Empter S., Vehrkamp R. B., Wirtschaftsstandort Deutschland, Wiesbaden 2006.
	Supplementary literature	Literatura wykorzystywana podczas zajec: · Eismann V. 2006. Erfolgreich am Telefon und bei Gesprachen im Buro. Training berufliche Kommunikation. Berlin: Cornelsen Verlag · Eismann V. 2007. Erfolgreich in der interkulturellen Kommunikation. Training berufliche Kommunikation. Berlin: Cornelsen Verlag · Eismann V. 2010. Erfolgreich in der geschaftlichen Korrespondenz. Training berufliche Kommunikation. Berlin: Cornelsen Verlag · Eismann V. 2013. Wirtschaftskommunikation Deutsch. Verlag Lektorklett · Frindte W. 2001. Einfuhrung in die Kommunikationspsychologie. Weinheim. · Kiefer K.-H. 2013. Der letzte Schliff. Intensiv-Training fur polnische Deutschlerner in Studium und Beruf. Warszawa: Wydawnictwo Poltext · Levy-Hillerich D., Feams A., 2009. Kommunikation im Beruf fur alle Sprachen: B1-B2 Kommunikation in der Wirtschaft. Cornelsen Verlag · Wergen J., Worner A., 2013. PONS Burokommunikation Deutsch: Musterbriefe, Textbausteine und Ubungen fur jeden geschaftlichen Anlass. Pons GmbH. Stuttgart · Kafka, W., Majakiewicz, A., Ziemska, J., Zubik, K. 2008. Aktuelles zu Wirtschaft und Politik. Warszawa: C. H. Beck do samodzielnego studiowania przez studenta: Buscha A., Linthout G. Geschaftskommunikation Verhandlungssprache: Deutsch als Fremdsprache. Hueber Verlag Dregger, H., Dregger, P. 1998. Polsko-niemiecki i niemiecko-polski słownik handlowo-finansowy. Warszawa: Poltex Hering A., Matussek M. Geschaftskommunikation Besser schreiben: Deutsch als Fremdsprache. Hueber Verlag Kienzler, I. 2000. Słownik prawniczo-handlowy niemiecko-polski i polsko-niemiecki. Janki k.Warszawy: AW Morex. Kilian A. 2002. Słownik jezyka prawniczego i ekonomicznego polsko-niemiecki i polsko-niemiecki. Warszawa: C. H. Beck. Rohrer, H.-H. 2008. Kommunizieren im Beruf: 1000 nutzliche Redewendungen. Lehr- und Arbeitsbuch. Verlag Lektorklett E. Gostomski, Gospodarka wspołczesnych Niemiec, Bil I., Gospodarka Niemiec a kraje Europy Srodkowej i Wschodniej, Warszawa 2006. Małachowski W., Gospodarka Niemiec wspołczesnych, Warszawa 2001. Empter S., Vehrkamp R. B., Wirtschaftsstandort Deutschland, Wiesbaden 2006.
	eResources addresses	

Example issues/ example questions/ tasks being completed	Task 1: Business Meeting Simulation **Instructions:** 1. **Organize and conduct the simulation:** • Organize a business meeting simulation where participants must adhere to German business communication norms and meeting protocols. • Assign roles to all participants, such as meeting leader, representatives of various company departments, potential business partners, etc. • Prepare a meeting agenda that includes topics such as marketing strategies, operational planning, and product development. 2. **Conduct the simulation:** • Ensure all participants are familiar with German business communication norms and meeting protocols. • Conduct the meeting according to the prepared agenda, maintaining the formality and structure typical of German business culture. 3. **Post-simulation report:** • Write a 1500-word report describing the course of the meeting, observed behaviors of the participants, and the marketing strategies discussed. • Analyze how German business culture influences marketing decision-making and consumer behavior in the market. • Include specific examples from the simulation that illustrate typical German approaches to conducting business meetings. **Key points to include in the report:** • Meeting proceedings: agenda, discussions, decisions. • Observed behaviors of participants. • Discussed marketing strategies. • Analysis of the influence of German business culture on decision-making and consumer behavior. Task 2: Presentation on the Structure of the German Economy **Instructions:** 1. Prepare a presentation on the structure of the German economy. 2. Include the main industrial and service sectors and the role of small and medium-sized enterprises (Mittelstand). 3. Present key information and statistical data in your presentation. 4. Present your conclusions in class.
Work placement	Not applicable

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