

Modul B 25.03 International Competence: Languages
Übersicht

Nr.	Workload	Credits	Studiensemester	Häufigkeit des Angebots	Dauer
B 25.03	210 Std.	7 CP	3. Semester	jedes Semester	1 Semester

Modulbeauftragte(r)	Lehrende im Modul
Dr. Elmar-Laurent Borgmann	Dr. Elmar-Laurent Borgmann Jens Andreas Faulstich Araceli González Miranda

Art des Moduls	Veranstaltungsform(en)	Kontaktzeit	Selbststudium	geplante Gruppengröße	Lehrsprache
Wahlpflicht	Seminar mit integrierter Übung	128 Std.	82 Std.	25 Stud.	Englisch/Spañisch

Verwendung des Moduls

Bachelor-Studiengang Forschungs- und Innovationsmanagement (Basismodul)

Bachelor-Studiengang Gesundheits- und Sozialmanagement (Basismodul)

Bachelor-Studiengang Digital Business und Supply Chain Management (Basismodul)

Bachelor-Studiengang Management, Führung, Innovation (Basismodul)

Bachelor-Studiengang Sportmanagement (Basismodul)

Bachelor-Studiengang Sportmanagement dual (Basismodul)

This module addresses the needs of students who would like to combine a clear focus on Business English with a moderate focus on Spanish in order to acquire a second important world business language.

Lernergebnisse und Kompetenzen

As one foreign language may not be sufficient for today's global business environment, students will also make their first steps towards mastering a second world business language. They will acquire a good grasp of the basic structures of Spanish grammar in order to communicate in response to a business situation. They will be able to react adequately in everyday situations and show linguistic and cultural competence. Training situations will be taken from business life. The appropriate word fields and phrases are discussed and practiced.

The module builds on the linguistic and intercultural skills acquired in Module B14. Thus, students will expand their English business vocabulary and the range of relevant standard phrases for typical business tasks and routines, especially in situations such as interacting with customers, sustaining negotiations and presenting their companies/products. They will familiarise themselves with international job search methods and application procedures in order to prepare for study abroad semesters, international internships and international academic projects. They will also develop their written skills in order to deal with typical academic assessment methods at our partner universities.

Students design their own individualised "Personal Improvement Plan" to keep their Business English on a high level for their lifelong learning. The focus on strategic managerial interaction in international business environments provides the students with professional skills and business tools (SMART goals, SWOT analysis, etc.) to communicate appropriately in situations characterised by high-tech communication tools, fast-paced change and a high need for media literacy. Students practise managerial vocabulary and phrases required for leadership roles and develop confidence in chairing and documenting meetings with professionally written minutes.

Students also design their own "Internationalisation Concept" in order to sound out their options for internationalising themselves during their studies or later on the job.

Communication skills for international experience also include the opportunity to prepare for and take the Test of English as a Foreign Language (TOEFL®) in the context of the Institutional Testing Program. It aims to introduce students to the basic structure of the test and show them ways of preparing for this situation. Special emphasis will be placed on the grammar skills required for the successful completion of the "Structure and Written Expression" section of the test. Substantial practice for the listening and reading sections of the test will boost students' academic vocabulary and their awareness of the skills required for a successful academic experience. As a result, students are able to assess their own ability to study in an English-speaking environment and to organise their successful study abroad semester or international internship. They are able to assess individual strengths and weaknesses accurately and they are able to select and utilise different types of resources in order to develop their language skills both in class and outside the classroom.

Kompetenzerwerb

Lernzielstufe	Kursbeitrag
Sozial- und Kommunikationskompetenz	Ability to <ul style="list-style-type: none"> • follow conversations in Spanish on general topics • use basic Spanish phrases to start, fuel and end a conversation • write appealing essays to express own views and insights on topics related to own academic interests • use appropriate strategies for international job search and application procedures • sell ideas and win people over to one's own project proposals • clarify misunderstandings • take an active part in a blended learning environment and develop a "digital presence" on the learning platform • conduct quantitative surveys through interviews • apply business tools such as SMART goal setting and SWOT analysis • conduct one's own project and present mile stones in class • produce fair feedback on others' projects • manage meetings effectively • formulate a "Personal Improvement Plan" • design an Internationalisation Strategy • clarify questions concerning grammar, lexis and problem-solving strategies in teams
Sprachkompetenz	<ul style="list-style-type: none"> • basic structures of Spanish • useful Spanish phrases and expressions for routine business situations • adequate Spanish words and phrases for socialising • correct grammatical structures in English and Spanish • appropriate signposting language for presentations • suitable linking language for essays and academic papers • business vocabulary for standard situations • international conventions governing citations and lucid documentation of sources • advanced grammatical structures of written English • lexical and grammatical relationships between the items and concepts expressed in standard written English • appropriate connecting words to express relationships • correct English word order • TOEFL test-taking skills, e.g. strategic listening for main ideas, listening for details explicitly stated, listening for implications, completing sentences, spotting mistakes, reading for detail, identifying signal words, etc.
Wissenserwerb	Knowledge of

	<ul style="list-style-type: none"> • selected aspects of business culture in English-speaking and Spanish-speaking countries • typical structures of Spanish business documents • selected grammar topics (identified on a need-to-know basis and linked to integrated practice) • online resources for in-depth language study • relevant theories on communication and culture in virtual teams • aggregating own survey results in meaningful reports • documenting meeting outcomes professionally in minutes and giving constructive feedback to others • SMART goal setting and SWOT analysis • models of self-management • the significance of the Common European Framework of Reference for Languages • the meaning and usability of TOEFL test scores • typical structures and contents of academic listening and reading materials
Wissensvertiefung	<p>Knowledge of</p> <ul style="list-style-type: none"> • resources for individual language work • strategies to follow up in-class activities by using digital resources • online resources for in-depth language study • useful strategies for intercultural project management • resources for individual language work • strategies for the preparation of study abroad semesters, international internships or short-term mobility projects (including scholarship opportunities) • resources for individual language work • strategies for the preparation of documentation for international applications requiring proof of proficiency in the English language
Instrumentale Kompetenz	<p>Application of the theoretical knowledge in</p> <ul style="list-style-type: none"> • role plays and discussions in Spanish • social conversations in Spanish • case studies and role plays in English • blog posts, email communication, memos and invitations • group simulation exercises • authentic conversations in international settings / with international participants • new test materials (e.g. TOEFL)
Systemische Kompetenz	<p>Evaluation of</p> <ul style="list-style-type: none"> • personal language skills (Spanish and English) • scope for improvement (Spanish and English) • business English situations and intercultural incidents

Vermittelte Schlüsselqualifikationen

Analytical skills, Spanish communication skills, social and intercultural competences, integrated listening skills, text production skills, reading skills, oral skills.

International language and communication skills, distinction of different registers, conflict management skills, job search and assessment centre skills.

Project management skills (tender bids, mile stones, final reports), lifelong learning skills, creative and critical thinking, self-improvement and leadership skills, story-telling skills, time management skills, sustainability focus skills, attention to detail, managing an online presence.

Integrated listening skills, text production skills, reading skills, time management skills.

Inhalte

Students will study Spanish vocabulary, grammar and useful phrases for standard business situations. Reflecting the diversity of Spanish-speaking cultures, almost all Spanish-speaking countries will play a role in the regional information, listening materials and in-class discussions. Following the Common European Framework of Reference for Languages, the learning puts emphasis on classroom engagement, learner autonomy, focus on competencies and portfolio work.

Students will be introduced to successful office work in the English language: telephoning, relevant skills for business meetings and negotiations, written documents for decision support, international application documents (such as cover letter, resume, references), essay writing skills and virtual communication in blogs, online meetings and similar digital environments.

Students will try out successful leadership in the English language and reflect about their progress: organising and chairing meetings, initiating, proposing and supervising their own projects, analysing and giving professional feedback on minutes and email messages. Students use management tools (such as SMART and SWOT) for creating sustainability-focused improvement plans and internationalisation strategies and learn how to encourage change and to organise collaboration.

Students learn about the relevance and usability of the standardised TOEFL test and the learning is adjusted to the students' individual needs. Integrated practice for the Listening and the Reading sections of the test is supplemented with skill-building exercises on specific problems tested in TOEFL tests – such as inversion, noun clauses, adjective clauses, prepositional phrases, tenses, conditional clauses, causatives, parallel structures, transitive and in-transitive verbs, impersonal expressions of importance etc. Students discover a variety of resources for self-directed language improvement.

Lehrformen

Interactive talks and in-class discussions, guided pair work and small-group assignments, Blended Learning formats, analysis of video case studies, exercises to enable self-reflection and understand stereotypes, simulation of business communication situations, text discussions, text production with individual feedback.

Teilnahmevoraussetzungen

Formal: Full time B.A. students in the Faculty of Business and Social Sciences.

Academic: Skills developed in Module B14. Students must be able to communicate in an English-speaking academic environment. Digital Placement Test Business Spanish in OpenOLAT.

Prüfungsformen

Assignments

Bewertung

Voraussetzung für die Vergabe von ECTS-Punkten ist das Bestehen der Prüfungsleistung für das Modul. Diese wird aus den einzelnen Bestandteilen des Assignments generiert, welche gleichgewichtet in die Modulbewertung eingehen.

Es gibt keine Bestehensgrenzen auf Basis der einzelnen Einheiten des Assignments.

Das Modul geht mit 7 ECTS in die Gesamtzahl von 180 ECTS-Punkten ein.

Literaturhinweise

Johnson, Christine (2005). Intelligent Business Intermediate. Skills Book (With CD-Rom), Harlow: Pearson Longman.

Pocklington, Jackie; Patrik Schulz; Erich Zettl (2007). Das professionelle 1 x 1: Bewerben auf Englisch: Leitfaden mit Tipps und Mustern für den erfolgreichen Eintritt in den internationalen Arbeitsmarkt mit CD-ROM. Berlin: Cornelsen.

Gibson, Robert (2014). Intercultural Business Communication. Cornelsen & Oxford University Press, 2014.

Emmerson, Paul (2013). Email English, Second Edition with a new social media section and a phrase bank of useful expressions. London: Macmillan.

Hughes, John (2010). Telephone English: Includes phrase bank and role plays, London: Macmillan.

Murphy, Raymond (2015). English Grammar in Use Book with Answers and Interactive eBook: A Self-study Reference and Practice Book for Intermediate Students of English. Fourth Edition.

Powell, Mark (2014). In company 3.0. Intermediate Student's Book Pack Premium. London: Macmillan.

Ungerer, Friedrich. Gerhard E. H. Meier. Klaus Schäfer (2009). A Grammar of Present-Day English. Stuttgart: Klett.

Con gusto A 1: Lehr und Arbeitsbuch 2 Audio-CDs 3-12-514980-9 (EUR 24.99).

Fabiana Hidalgo, Andrea (2009). DELE: Nivel A1 - Preparación al Diploma Español Nivel A1. Madrid: Edelsa Verlag.

TOEFL ITP:

Gear, Jolene and Richard Gear (2002): Cambridge Preparation for the TOEFL Test, 3rd edition, Cambridge: CUP.

TOEFL IBT:

Rogers, Bruce (2007): The Complete Guide to the TOEFL Test. iBT Edition. Boston: Thomson.

Vittorio, Pamela (2011). Testbuilder for TOEFL iBT(TM). Tests that Teach, Student's Book. London: Macmillan.

DIGITAL RESOURCES:

Business English: Meetings. Selbstlernkurs + Vokabeltrainer mit authentischen Gesprächssituationen und abwechslungsreiche Übungen für amerikanisches und britisches Englisch. München: digital publishing [Lernsoftware].