



Business Seminar Germany I	
Course number	3448
Remarks	Includes field trips and company visits.
Lecturer	Prof. Dr. Angress / Prof. Dr. Link
ECTS	5
Number of semester hours	4
Workload	150 h
Type	Elective
Duration	1 Term
Prerequisites	None
Type of exam	Research / Working paper and presentation
Objectives	<p>The student is able to identify current business-related historical, social, linguistic, cultural and economic trends and issues in Germany on a local, regional, national and international level. He is capable of explaining some German patterns and peculiarities probably realised first from outside such as punctuality, order, thoroughness etc.</p> <p>The student is enabled to qualify and to quantify Germany's culture and society. He is aware of and able to apply the basics of the German business language and business etiquette, to weigh German values, traditions and humour, to analyse the current political and media landscape, the social structure and to assess regional issues like education taking Bavaria as an example, but also the situation of Germany within the EU and the types of businesses in Germany etc.</p> <p>He is capable of practically applying his theoretical knowledge of modern Germany during guest lectures as well as study trips to nearby cities and major German companies.</p> <p>For his oral presentation and written assignment focusing on a selected range of German business related issues, the student is capable of effectively interacting and cooperating in an international team of students.</p> <p>He is able to make interpersonal use of his knowhow of the German business world in face-to-face meetings German business representatives.</p> <p>The student is able to interact with other international students in English more confidently.</p> <p>He is capable of following English-taught courses and prepared for further his academic studies in English and/or international business dealings, particularly in/with Germany.</p>
Content	<p>The core areas discussed vary in winter and summer term!</p> <p>This course aims to give an overview of current business-related issues of Germany's culture and society. We will start by looking more closely at some German peculiarities probably realised first from outside: punctuality, order, thoroughness etc., and will go into the historical backgrounds. In addition, we will deal with the basics of the German language, German traditions and humour, the current political and media landscape, the social structure, regional issues taking Bavaria as an example, but also the situation of Germany within the EU and the types of businesses in Germany.</p> <p>Excursions to nearby cities and major German companies will complement the course.</p>



	<p>Content: The course will seek to address the following topics, in particular:</p> <ul style="list-style-type: none">• Culture standards of Germany and their historical roots• German habits, traditions and festivals• Education in Germany• The political system of Germany• Federalism & regionalism in Germany• Germany's role in the EU Major media in Germany• Germany – a social state• German language & humour• Types of businesses in Germany
Bibliography	<ul style="list-style-type: none">• Handouts/Script (also via the e-learning platform moodle)• A selection of recommended literature will be given in class
Forms of instruction	Lecture
Language of instruction	English
Availability	Every winter term