



a.y. 2015-2016/2016-2017

Class contents and exam requirements

Code 20367-20373 (20417)

German Language – First and Second language

B2 business

Class contents and exam requirements are the same for both attending students and non-attenders

Program	Master of Science
Degree course	M, IM, MM, AFC, CLAPI, CLEFIN-FINANCE, CLELI, ACME, DES-ESS, EMIT, GIO
Teaching activity	<ul style="list-style-type: none">• Annual course: 1st year, 2nd semester (36 hours) – 2nd year, 1st semester (36 hours); (total classroom teaching hours 72)• Courses taught in German The course is activated if an appropriate number of participants is met
Minimum initial exam	In order to attend the class in a productive way, students are advised they need an B1 level (intermediate)
Objective	<ul style="list-style-type: none">• Language skills for Bocconi internal exam (B2 business)• Acquisition of language skills required for communicating at work without difficulty
Final Exam	<ul style="list-style-type: none">• Bocconi internal exam (B2 business level*) or an international certification from among those recognized by the University• 4 credits, 2nd year, 1st semester The B2 business language exam counts towards the Master CEMS and replaces the MBC test , provided that the candidate has attended a B2 course for at least one semester
Head Teacher	Hans Georg Hahn

*[Common European Framework of Reference for Languages](#)

Set Textbook

- Eismann, V., *Wirtschaftskommunikation Deutsch*, Klett-Langenscheidt, Stuttgart, 2008

Recommended textbook

- Hering, A., Matussek, M., Perlmann-Balme, M., *em Übungsgrammatik*, Hueber, Ismaning, 2009

We would like to remind all students that the Language Centre provides information and counseling regarding language study. Students can find various material for preparation in internationally recognized certificates by the University and Bocconi internal exam at the [language laboratory](#) (multimedial library) and online (visit: www.unibocconi.eu/languagecenter, in Language Laboratory).



Resources

Materials prepared by professors
Self-study programme
Past exams
Extra teaching materials
Language tutors
Office Hours for Bocconi teachers
International certificates recognized

Classroom activities & skills

Teaching intends to promote the acquisition of **professional language skills**.

In particular, the following will be treated through topics covered in the textbook:

- grammar revision
- extension of business vocabulary
- development of listening, reading, speaking and writing skills
- mock exam simulation for internal examination

Self-Study activities & skills

In order to acquire language skills and to prepare correctly for the Bocconi exam, it is important to attend lessons regularly as well as to follow a self-study program.

To reach this objective a series of activities are indicated to be carried out from the textbooks and self-study modules available on the [e-learning](#) platform.

In the Library you can find materials (including past exam) provided by the class professor.

It is suggested to dedicate 3-5 hours weekly for independent study.

Topics/Units (see set textbooks)	Grammar, Skills	Self study
MODULO 1 - Leute, Berufe, Tätigkeiten		
Berufs- und Tätigkeitsprofile im kaufmännischen Bereich Ausbildungsinhalte und -anforderungen	<i>n</i> -Deklination des Substantivs Sich vorstellen: Ausbildung, Berufstätigkeit, Zuständigkeits- und Aufgabenbereiche erläutern	em (Übungsgrammatik) pag. 16-17 WK (Wirtschaftskommunikation) pag. 18 - 21
MODULO 2 – Eine Tätigkeit beschreiben		
Tätigkeits- und Anforderungsprofile Zufriedenheit am Arbeitsplatz Stellenwechsel	Substantivierte Adjektive und Partizipien Anforderungen beschreiben Ein Vorstellungsgespräch vorbereiten und führen	em pag. 18-19 WK pag. 26 – 27, 30
MODULO 3 - Unternehmenspräsentation		
Aufbauorganisationen von Unternehmen Unternehmenstypen Kenndaten von Unternehmen	Konjunktive Satzverbindungen, Funktionsverbgefüge Kenndaten von Unternehmen darstellen und auswerten,	em pag. 176, 177, 130, 131 WK pag. 38 – 42, 44



Rechtsformen	ein Unternehmensporträt verfassen	
MODULO 4 - Eine Präsentation vorbereiten		
Standortfaktoren Marktentwicklungen Unternehmenspräsentation Gewinn- und Verlustrechnung	Modale Satzverbindungen Marktentwicklungen darstellen Vorschläge erläutern und werten	em pag. 180, 181 WK pag. 48 - 53
MODULO 5 - Messeprofile		
Messen in Deutschland Messe- und Ausstellungstypen Kenndaten von Messen Besucherziele	Partizipialattribute Kenndaten von Messen auswerten Messeprofile erläutern und vergleichen Messeziele beschreiben und gewichten,	em pag. 44-45 WK pag. 60 - 66
MODULO 6 – Vertriebswege und –partner		
Absatz- und Vertriebswege Absatzmittler Vertrieb auf ausländischen Märkten (Kapitel 11)	Satzgliedstellung Vertriebsmodelle beschreiben und vergleichen Vertriebsstrategien erläutern und werten Ausländische Märkte bewerten	Ex: em pag. 134-135 WK pag. 122 – 125, 130
MODULO 7 - Vertriebspartner suchen		
Absatzmärkte Eintritt in einen neuen Markt Kontaktaufnahme zu einem neuen Partner (Kapitel 12)	Passivparaphrasen Ein Beratungsangebot nutzen Ein Gespräch mit einem Vertriebspartner vorbereiten	em pag. 116-117 WK pag. 132- 137, 140
MODULO 8 - Vertriebspartner auswählen		
Auswahlkriterien für Vertriebspartner Vertragliche Regelungen Handelsvertretung (Kapitel 13)	Konjunktiv II Auswahlkriterien darstellen und erläutern Argumente abwägen	em pag. 122-123 WK pag. 142 – 146, 150 - 152

Exam content and description

The exam is scored out of a maximum of 30 points, which will go into the calculation of your grade point average, and evaluates your ability to:

- understand fairly long and complex listening passages, making notes and reworking the information heard
- write structured texts of various types
- oral interaction: presentation and discussion



- demonstrate your knowledge of the language, by correctly using a range of vocabulary and grammatical structures

Exam Terms

The exam consists of **two compulsory** parts: a **written test** and an **oral test**.

In order to sit for exams, both written and oral, it is necessary to enroll for the exam through Punto Blu.

Both tests must be successful for the exam to be recorded.

For the **written test**:

- the written test can be taken again before sitting for the oral test
- the handing in of the exam paper makes the previous written exam taken null

For the **oral test**:

- it can only be taken if the written test has been successful (minimum mark: 18/30)
- it can only be taken within the validity terms of the written test (see section **Written Exam, Validity**)
- it involves the preparation of the content and any materials as indicated in the program (see section **Oral exam, Test**)
- once the oral exam is passed, the oral mark is added to the written one to define the final grade (see section **Oral Exam, Final grade**)

Written Exam

First part	Listening to messages, announcements, surveys, radio broadcasts, reportage	
Objective	Check candidates' ability to: - understand a listening passage a - writing skills in terms of content organization and reporting of the information and data provided, possibly supported by the student's own ideas	
Exam	Writing a document (letter, report, memo) length approximately 200 words	15/30
Second part	Reading and comprehension of one or more authentic texts, possibly featuring graphs, tables or images	
Objective	Checking candidates': - ability to understand written texts; - ability to write structured texts suitable for professional use	
Exam	Writing a document (e.g. letter, report, memo) length approximately 200-250 words	15/30
Duration	120 minutes	
Dictionary	Monolingual and bilingual dictionary can be used	
Validity	it is valid for the 3 subsequent oral exams, and it is also valid for the subsequent 12 months but there is a penalty that must be paid (see <i>Oral Exam, Final grade</i>)	

Oral Exam

Objective	Introduce and discuss the topic submitted, answering questions asked by the examiner
Skill	Presentation and discussion
Exam	Students select five topic areas from the course book and present 5 articles regarding one of them taken from German-language newspapers or the internet, each one about one A4 page in length; the remaining four topic areas are discussed in general terms
Duration	15 minutes
Dictionary	Dictionaries are not allowed



Final grade	<p>The oral exam can only be taken once you have passed the written exam. Students will be assessed in terms of their practical ability to communicate. During the oral exam marks can be added to or subtracted from the written exam result in the following way:</p> <ul style="list-style-type: none"> • by +3 or -3, if the oral exam is passed within the 3 oral exams subsequent to the written exam; • by +1 or -3, if the oral exam is passed after the first 3 subsequent oral exams, but still by 12 months subsequent to the written exam
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As an alternative to the Bocconi exam, students may choose to register one of the [international certifications recognized by the University](#). The achieved result is converted into a number grade out of a possible thirty and is registered in the academic career.

Additional Points

The assessment of language skills depends both on the result of the final exam and on marks awarded during the year:

1. **Positive participation in the course and completion of self-study activities**
2. **Partial Exam**
3. **The exam passed the first time it is taken**

Points are registered at the same time the oral exam is passed

1. Positive participation in the course and completion of self-study activities

Objective	To encourage constant and active improvement in the language
Maximum points awardable	<ul style="list-style-type: none"> • 2 thirtieth: 1 thirtieth for each semester of teaching for active participation in at least 75% of lesson hours + completion of the self-study programme
Assignment of points	Defined by professor at the end of the course on the basis of quality of work performed and respected due dates as indicated the professor in the classroom and also online
Validity	from January to September immediately following the course. These months are included

2. Partial Exam

Objective	Evaluate progress in language learning
Test	<p>Skills:</p> <ul style="list-style-type: none"> - Reading comprehension: true/false questions, multiple choice answers - Grammar: sentence completion and transformation, word matching - Vocabulary: word matching exercises, multiple choice answers, cloze test, sentence completion; short composition
Duration	60 minutes
Dictionary	Dictionaries are not allowed
Maximum points awardable	<ul style="list-style-type: none"> • 0.5 thirtieth is awarded on the condition that students pass their final written and oral exam within the first or second scheduled exam session
Assignment of points	Determined by the teacher after a “pass” grade has been achieved



Validity	from January to February immediately following the course. These months are included
Note	The exam is open to all students, both attenders and non-attenders enrolled in the first year of their Degree course. It takes place once every academic year in June after first semester classes have finished (the exact date can be found in the General Exams calendar)

3. The exam passed the first time it is taken

Objective	Reward students who sit for the exam only when really well prepared
Maximum points awardable	<ul style="list-style-type: none">• 0.5 thirtieth
Assignment of points	The attribution of points is automatic when the student enrolls for and hands in the written exam for the first time; passes it (minimum score 18/30) and takes the oral exam on the first date immediately available after the written exam.