



a.y. 2015-2016/2016-2017

## Class contents and exam requirements

Code 20367-20373 (20417)

German Language – First language

C1 business

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

<b>Program</b>	Master of Science
<b>Degree course</b>	M, IM, MM, AFC, CLAPI, CLEFIN-FINANCE, CLELI, ACME, DES-ESS, EMIT, GIO
<b>Teaching activity</b>	<ul style="list-style-type: none"><li>Annual course: 1st year, 2nd semester (36 hours) – 2nd year, 1st semester (36 hours); (total classroom teaching hours 72)</li><li>Courses taught in German</li></ul> The course is activated if an appropriate number of participants is met
<b>Minimum initial level</b>	In order to attend the class in a productive way, students are advised they need an <b>B2 level</b> (upper intermediate)
<b>Objective</b>	<ul style="list-style-type: none"><li><b>Language skills for Bocconi internal exam</b> (C1 business)</li><li>Acquisition of language skills required for communicating at work without difficulty</li></ul>
<b>Final Exam</b>	<ul style="list-style-type: none"><li>Bocconi internal exam (C1 business*) <a href="#">or recognized international certificate</a></li><li>4 credits, 2<sup>nd</sup> year, 1<sup>st</sup> semester</li></ul> The C1 business language exam counts towards the Master CEMS and replaces the MBC test, provided the candidate has attended a B2 or C1 course for at least one semester
<b>Head Teacher</b>	<a href="#">Hans Georg Hahn</a>

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

### Set textbook

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

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](http://www.unibocconi.eu/languagecenter), in Language Laboratory).



## Resources

<a href="#">Materials prepared by professors</a>
<a href="#">Self-study programme</a>
<a href="#">Past exams</a>
<a href="#">Extra teaching materials</a>
<a href="#">Language tutors</a>
<a href="#">Office Hours for Bocconi teachers</a>
<a href="#">International certificates recognized</a>

## 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	Grammar, Skills	Self study
<b>MODULO 1 - Produktpolitik</b>		
Charakteristiken von Produkten Produktpolitik Markenpolitik	Produkte beschreiben, die Aufgaben eines Produktmanagers beschreiben, Produktlebenszyklus darstellen	LT (Libro di testo) pag. 156, 157, 160
<b>MODULO 2 - Einen Bedarf ermitteln</b>		
Marktpositionen Produktnutzen Marktstudien	Eine Marktstudie auswerten, Marktpositionen beschreiben, Marktdaten erläutern	LT pag. 162, 164, 165
<b>MODULO 3 - Ein neues Produkt entwickeln</b>		
Koordination von Produktinnovation Entscheidung über Produktinnovation Gesprächsprotokoll	Projektpräsentation, Leistungsprofile von Produkten, ein Protokoll führen	LT pag. 172 - 175
<b>MODULO 4 - Markterschließung</b>		
Marketingmix Marktanalyse Hersteller und Handel	Strategien einer Markterschließung, Zielsetzungen von Händlern und Herstellern	LT pag. 188 - 191



<b>MODULO 5 - Ein Produkt auf den Markt bringen</b>		
Leistung und Nutzen von Produkten Kooperation mit dem Fachhandel Presseinformation	Produktnormen, Zertifizierungen, Bewertungskriterien für Zusammenarbeit	LT pag. 199 – 200, 203
<b>MODULO 6 - Eine Verkaufsförderung planen</b>		
Verkaufsförderung Kundenbearbeitung Interkulturelle Aspekte	Zielgruppen, Kundenprofile, Erfolgskontrolle	LT pag. 207 – 209, 214

## 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
- correctly reformulate spoken using suitable 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

<b>First part</b>	Listening to messages, announcements, surveys, radio broadcasts, reportage	
Objective	Check candidates' ability to: - understand a listening passage - writing skills in terms of content organization and reporting of the information and data provided, possibly supported by the student's own ideas	
Test	Writing a text (letter, report, memo) length approximately 200 words	<b>15/30</b>



<b>Second part</b>	Reading and comprehension of one or more authentic texts, possibly also containing graphs, tables, images	
<b>Objective</b>	Checking candidates': - ability to understand written texts; - ability to write documents for professional purposes	
<b>Test</b>	Writing a text (letter, report, memo) length 250 words	<b>15/30</b>
<b>Duration</b>	120 minutes	
<b>Dictionary</b>	Monolingual and bilingual dictionary can be used	
<b>Validity</b>	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

<b>Objective</b>	Introduce and discuss the topic submitted, answering questions asked by the examiner
<b>Skill</b>	Presentation and discussion
<b>Test</b>	Select 5 topics from the adopted book; submit 5 articles on one of the topics chosen, from either the German press or the Internet, the length of which should correspond to an A4 paper at least; for the 4 remaining topics prepare a general presentation.
<b>Duration</b>	15 minutes
<b>Dictionary</b>	Dictionaries are not allowed
<b>Final grade</b>	<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"> <li>• by +3 or -3, if the oral exam is passed within the 3 oral exams subsequent to the written exam;</li> <li>• 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</li> </ul>

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**

<b>Objective</b>	To encourage constant and active improvement in the language
<b>Maximum points awardable</b>	<ul style="list-style-type: none"> <li>• <b>2 thirtieths:</b> 1 thirtieth for each semester of teaching for active participation in at least 75% of lesson hours + completion of the self-study programme</li> </ul>



<b>Assignment of points</b>	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
<b>Validity</b>	From January to the September immediately following the course. These months are included

## 2. Partial Exam

<b>Objective</b>	Evaluate progress in language learning
<b>Test</b>	Skills: <b>Reading comprehension:</b> writing a text in terms of re-elaboration of the information conveyed by the text supplied <b>Vocabulary:</b> word matching exercises, multiple choice answers, cloze test, sentence completion
<b>Duration</b>	60 minutes
<b>Dictionary</b>	Dictionaries are not allowed
<b>Maximum points awardable</b>	<ul style="list-style-type: none"><li>• <b>0.5 thirtieth</b> is awarded on the condition that students pass their final written and oral exam within the first or second scheduled exam session</li></ul>
<b>Assignment of points</b>	Determined by the teacher after a “pass” grade has been achieved
<b>Validity</b>	From January to the February immediately following the course. These months are included
<b>Note</b>	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

<b>Objective</b>	Reward students who sit for the exam only when really well prepared
<b>Maximum points awardable</b>	<ul style="list-style-type: none"><li>• <b>0.5 thirtieth</b></li></ul>
<b>Assignment of points</b>	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.