Bocconi

Università Commerciale Luigi Bocconi
Language Center

Class contents and exam requirements

German Language

Codes 20367-20373 and 20417
Learning Path C1 business
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C1 business course

This course is aimed at students who have a B2 general entry level knowledge of the language and is designed to prepare them for the final exam at C1 business level. This is a curricular course giving students credits for a C1 exit level (as established by the Council of Europe). The course consists in one module, sub-divided in two semesters:

- II semester, 1°year course (code 20367-Path C1, lessons only)
- I semester, 2°year course (code 20373-Path C1 business, lessons + exam).

Please remind that the class group is run if the minimum number of applicants is reached.

Program

The course helps students to build up business-related vocabulary and enables them to communicate in a professional context. Class work aims to develop students' grammar, lexical, communicative and pragmatic competences and focuses on professional, economic and social situations. The following topics will be covered:

Themen		**Zielaktivitäten**
Kap. 14, 15, 16 Produktstrategien	Produktpolitik	Charakteristika von Produkten beschreiben Die Aufgaben eines Produktmanagers beschreiben Produktlebenszyklus darstellen
	Markenpolitik	Die Ziele einer Markenpolitik darstellen
	Einen Bedarf ermitteln	Eine Marktstudie auswerten: Marktpositionen beschreiben, Marktdaten erläutern
	Produktinnovation	Schritte einer Produktinnovation darstellen Eine Projektpräsentation vorbereiten und durchführen
	Produktentwicklung	Bericht zu einer Produktentwicklung Besprechungsprotokoll
Kap. 17, 18, 19 Marketingstrategien	Markterschließung	Strategien, Instrumente und Ergebnisse einer Markterschließung beschreiben
	Marketingmix	Instrumente und Ziele vergleichen und werten
	Marktanalyse	Marktdaten darstellen Informationsquellen erläutern
	Absatzförderung	Marketingpolitische Instrumente erläutern, werten und auswählen Kundenprofile erstellen und auswerten
	Hersteller und Handel	Zielsetzungen analysieren Interessenkonflikte beschreiben
	Vertriebspartner	Geeignete Vertriebspartner auswählen
	Verkaufsförderung	Eine Verkaufsförderungsaktion planen und erläutern Ein neues Produkt präsentieren Zielgruppen, Strategien und Maßnahmen definieren

Set textbooks

- V. Eismann, *Wirtschaftskommunikation Deutsch, Neubearbeitung,* one volume, Langenscheidt
- Material resulting from individual or group activities, coordinated by the teacher.

Recommended textbook

- G. Helbig, J. Buscha, *Übungsgrammatik Deutsch*, Langenscheidt

C1 business exam

Knowledge is assessed by one of the following methods, among which students can choose:

- international certification from among those recognized by the University (see www.unibocconi.eu > Language Center > Language Certificates), or
- Bocconi exam, which corresponds, like international certificates, to the Common European Framework standards.

The exam consists of a written paper and an oral exam. Both the written and the oral exam need to be passed. In order to take the oral exam, it is necessary to:

- pass the written exam (minimum mark 18/30)
- have a test score that hasn't expired, i.e. that is still valid (see **Written Exam**, **Validity**)

Students can choose to retake the written exam before the taking the oral exam but must remember that handing in their paper annuls any previous grade given.
Students must enroll for all the exams via the Punto Blu.

Written exam
The written exam is divided in two parts, the first is listening, the second reading comprehension. The final grade is the total score from the two in thirtieths.
Both mono- and bi-lingual dictionaries can be used.
Duration of exam: 120 minutes from the end of the listening being played.

Description of exam stages

Listening to the passage	Pause	Repeat listening to the passage	120 minutes for the completion of the written exam

Contents of exam

First part	Listening to one or more passages-monologue or dialogue-containing data, opinions, descriptions, explanations	
Objective	To verify: -oral comprehension and the capacity to make accurate notes about the information heard; - the ability to refer/report correctly, in a structured text, the information and opinions contained in the passage possibly also adding own ideas.	
Exam	Writing a memo, letter or short report following the instructions given.	**15/30**
Second part	Reading comprehension of one or more authentic texts, possibly containing graphs, tables and images.	
Objective	To verify: -correct understanding of written texts; -ability to report accurately the information expressed in texts adequate to a professional context	
Exam	Writing a short report on the topic given, from a personal perspective and according to the format given.	**15/30**

Validity
The written exam is valid a limited amount of time:

- if passed by 31st December 2012, it is valid for the 3 subsequent oral exams
- if passed from 1st January 2013, 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 **Oral Exam**, **Validity**)

Oral exam
The oral exam is in two parts: presentation and discussion. The student brings a dossier or case study on a subject chosen individually and agreed upon with the teacher before the exam, the examiners will also ask the candidate to discuss another topic, chosen during the exam by them and taken from the subjects in the syllabus and taught in the course. Students are assessed on their practical ability to communicate and marks given will be added to the grade for the written exam.

It is indispensable that the above-mentioned items are prepared thoroughly for the oral exam and students are advised to prepare themselves well in advance of the date.
Duration of the exam: 15 minutes

Contents of exam

Presentation	Presentation of individual work (*dossier* or case study) Presentation of the topics chosen by the examiners
Discussion	Discussion on the topics of the presentation

Validity

The oral exam can only be taken once you have passed the written exam (see **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:

- 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 (this option is possible only for students who take the written exam after 1st January 2013).

Concluding info

The assessment of language skills depends both on the result of the final exam and on marks awarded during the year.
Students who pass the exam (minimum 18/30) can be awarded extra points, up to 3/30.
These points have limited time validity and will be will be added to the final grade by the teacher, as follows:

- Positive participation in the course
- Partial exam

Positive participation in the course and self-study activities

Following a positive participation in the course an extra point can be added to the final grade by the teacher as follows:

- 1 thirtieth for attending at least 75% of the classroom lessons (total classroom teaching hours: 72, codes 20367 and 20373);
- 1 thirtieth for completing the self-study program as indicated by the teacher.

The total additional points are added by the teacher at the end of the annual course according to criteria as explained in class or as described on line (in each language's Library, Bocconi e-learning platform) and are valid for nine months after the end of the course (January-September inclusive).

Partial exam

The "partial exam" consists of a written test.
It is optional and all students enrolled in the 1st year (attending lessons and not) can take the exam. It takes place once a year at the end of the first semester (on June). All students must enroll via the Punto Blu.

Activity	*Extra points*	*Validity*
Partial exam passed	1/30	9 months (from January to September inclusive)

The exam covers the topics of the course book *Wirtschaftskommunikation Deutsch*, (until Unit 16) and verifies students' ability with a focus on grammar and vocabulary skills, as indicated in the Minimum entry requirements

Structure of the partial exam

- Written exam
- Duration of the exam: 60 minutes
- Neither mono- nor bi-lingual dictionaries can be used.

Grammar exercises consisting in multiple choice answers, completion, transformation on the topics of the course book. Vocabulary exercises, multiple choice answers, completion, cloze test and writing of a short report.
The final grade is expressed by “pass” or “fail”; the extra points will be awarded in case of positive result “pass” (achieving at least 2/3 of the total score = at least 40/60).