

| STUDY MODULE DESCRIPTION FORM | | |
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| Name of the module/subject German Language | | Code 1011101311010910650 |
| Field of study Management - Full-time studies - First-cycle | Profile of study (general academic, practical) (brak) | Year /Semester 1 / 1 |
| Elective path/specialty - | Subject offered in: Polish | Course (compulsory, elective) elective |
| Cycle of study: First-cycle studies | Form of study (full-time, part-time) full-time | |
| No. of hours Lecture: - Classes: 30 Laboratory: - Project/seminars: - | | No. of credits 1 |
| Status of the course in the study program (Basic, major, other) (brak) | | (university-wide, from another field) (brak) |
| Education areas and fields of science and art social sciences Economics | | ECTS distribution (number and %) 1 100% 1 100% |
| Responsible for subject / lecturer: Ewa Kapalczyńska email: ewa.kapalczyńska@put.poznan.pl tel. 061 665 24 91 Studium Języków Obcych PP ul. Piotrowo 3a, 60-965 Poznań | | |
| Prerequisites in terms of knowledge, skills and social competencies: | | |
| 1 | Knowledge | The already acquired language competence compatible with level B1 (CEFR) |
| 2 | Skills | The ability to use vocabulary and grammatical structures required on the high school graduation exam with regard to productive and receptive skills |
| 3 | Social competencies | The ability to work individually and in a group; the ability to use various sources of information and reference works. |
| Assumptions and objectives of the course: 1. Advancing students' language competence towards at least level B2 (CEFR). 2. Development of the ability to use academic and field specific language effectively in both receptive and productive language skills. 3. Improving the ability to understand field specific texts (familiarizing students with basic translation techniques). 4. Improving the ability to function effectively on an international market and on a daily basis. | | |
| Study outcomes and reference to the educational results for a field of study | | |
| Knowledge: 1. Knowledge of technical vocabulary related to the organizational structure of the company and legal forms - [-S1A_W06] 2. Knowledge of technical vocabulary from the market field, economic situation as well as related to research, analysis and observation of the market - [S1A_W06-] 3. Knowledge of technical vocabulary related to marketing, advertisement and fair - [-S1A_W06] 4. Knowledge of technical vocabulary related to the idea of management and lean production - [-S1A_W06] | | |
| Skills: 1. The ability to give a talk on field specific or popular science topic (in English), and to discuss general and field specific issues using an appropriate linguistic and grammatical repertoire - [K1A_U02, K1A_U11] 2. The ability to express basic mathematical formulas and to interpret data presented on graphs/diagrams - [K1A_U09] 3. The ability to conduct business correspondence in German - [K1A_U10] | | |
| Social competencies: | | |

1. As a result of the course, the student is able to communicate effectively in a field specific/professional area, and to give successful presentations in English. - [K1A_K03]
2. The student is able to recognize and understand cultural differences in a professional and private conversation, and in a different cultural environment. - [K1A_K06]
3. The student is aware of the importance of the appropriate behavior in terms of professional ethic and respect toward other views and cultures. - [K1A_K04]

| Assessment methods of study outcomes | | |
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| Formative assessment: continuous evaluation during classes (presentations, tests, MT test) | | |
| Summative assessment: final exam (written and oral) | | |
| Course description | | |
| <p>The organization of the company, its sectors/parts, presentation of the company. Forms of the enterprise: partnership and company. Market, supply and demand, price development on the market. Market analysis. Marketing, marketing tools, marketing mix and advertisement. International fair in Germany, its objectives, conversation at a fair and product?s presentation. Economic situation and its stages. Management and its types, manager?s tasks. The idea of organizational development. Lean production: the organization and management of the workplace according to 5S method. Factors influencing the localization of manufacturing plant.</p> | | |
| Basic bibliography: | | |
| 1. G.Guenat, P.Hartmann: Deutsch für das Berufsleben, Klett 2010 | | |
| Additional bibliography: | | |
| 1. Braunert /W. Schlenker: Unternehmen Deutsch-Aufbaukurs, Lektor Klett 2006 2. G.Guenat, P.Hartmann: Deutsch für das Berufsleben, Klett 2010 3. S.Kolsut: Wirtschaftsgespräche, Poltext 2004 4. S.Beza: Blickpunkt Wirtschaft 1, Poltext, 2008 | | |
| Result of average student's workload | | |
| Activity | Time (working hours) | |
| 1. Participation in classes | 30 | |
| 2. Student open work | 4 | |
| 3. Preparation for the final assessment | 4 | |
| 4. Final assessment | 2 | |
| Student's workload | | |
| Source of workload | hours | ECTS |
| Total workload | 40 | 1 |
| Contact hours | 30 | 1 |
| Practical activities | 30 | 1 |