

GER 304 (German for Business and Professions) Course Outcomes and Programmatic Alignment

Students will be able to	Outcomes Assessments	Programmatic Alignment
Engage in conversations, provide and obtain information, conduct interviews and presentations, and produce texts relevant to professional contexts in the German-speaking countries	<p>Written dialogues Final project portfolio Letters of application Professional CV</p> <p>Presentation or profiles of an industry leader based on interviews in media or information from the Internet</p>	1a, 1b, 1c
Demonstrate an awareness of the cultural differences between professional communication in German-speaking countries and the USA; Demonstrate an awareness of cultural geography as it relates to major industries	<p>Examinations on case studies discussed in class Reports on commercial centers and/or trade fairs Oral reports on information from web sites dealing with cultural differences and practices Groups presentation of a short case study Critique a chapter or excerpt of an influential book or article from a corporate leader dealing with cultural differences</p>	1a, 1b, 1c, 2a
<p>Demonstrate their knowledge of corporate structures and organization and familiarity with significant corporations</p> <p>Conduct independent research on a corporation by gathering and analyzing data from a variety of sources; assemble the necessary documents for a professional internship</p>	<p>Final project portfolio Company Profile Letter of application; Professional CV</p> <p>Formal presentation to class on a branch or sector of industry Compile a portfolio and conduct a market analysis of a branch or sector of industry</p>	2a, 2b, 3a, 3b, 5a
Demonstrate an ability to define problems, prepare projects, perform basic tasks, and work collaboratively or in teams on problem-solving in professional contexts in German	<p>Group project on a branch of industry</p> <p>Prepare and implement a project in a group</p> <p>Present the outcomes (e.g., best practices or lessons learned) from an internship in a German-speaking country</p>	1a, 1b, 1c, 3a, 5a