



School of English, Journalism
& European Languages

Unit Outline

HEG203
German for Tourism and Business
Semester 1, 2008
<http://www.utas.edu.au/german/>

Convenor:	Dr Billy Badger Room: Hum 572 Phone: 6226 2358 Email: Billy.Badger@utas.edu.au
Consultation Hours:	Monday 11.00am-11.50am Tuesday 12.00pm-12.50pm Thursday 12.00pm-12.50pm
Unit Description:	Concentrates on matters relevant to business dealings in and with German-speaking countries with a special focus on tourism.
Unit Aims and Objectives:	The aims of this unit are to enable students to: <ul style="list-style-type: none">• Gain an understanding of the fundamental structures and idioms of German language in a wide range of business and tourism applications.• Acquire vocabulary in a wide range of business and tourism applications.• Develop the passive language skills of listening and reading of business and tourism related texts in the target language.• Develop basic active language skills of speaking and writing about business and tourism themes in the target language.
Learning Outcomes:	Students taking this unit will: <ol style="list-style-type: none">1. build <i>knowledge</i> in the areas described in the Unit Aims and Objectives (above);2. enhance skills in<ol style="list-style-type: none">a) written <i>communication</i>, andb) reading comprehensionc) oral <i>communication</i>, through participation in tutorial activities;

	<p>d) aural comprehension</p> <p>3. enhance skills in <i>problem solving</i> through the development and application of rules and paradigms to solve communication problems;</p> <p>4. develop their <i>global perspective</i> through the study of texts on a range of German business and tourism themes.</p>
Required Texts:	No text required
When Taught:	<p>Wed 11.00am-11.50am, SB.Hum346</p> <p>Thur 11.00am-11,50am, SB.Geo230</p>
Assessment:	Exercises and tests (50%), 2-hr written exam (50%)

LECTURE/SEMINAR SCHEDULE

Date	Topic	Lecturer
Week 1	1. Introduction to Unit / Introductions 2. Tasmania from German point of view.	Dr Billy Badger
Week 2	1. Initial contacts 2. Travel in Tasmania	
Week 3	1. Travel in Tasmania 2. Germany / Austria: an overview	n.b. Monday 10 March – Public Holiday
Week 4	1. Telephone 2. Destination Germany	
	Easter Break – 20-26 March	
Week 5	1. The postal service 2. Personal letters	
Week 6	1. Banking 2. Marketing Tasmania	
Week 7	1. Marketing Tasmania 2. Job Applications	
Week 8	1. Job applications 2. Business Letters	n.b. Friday 25 April – Anzac Day Public Holiday
Week 9	1. Business Letters 2. Transport and travel	
Week 10	1. Product Presentation 2. Product Presentation	
Week 11	Finance and Career	
Week 12	Television and Radio	
Week 13	Final Week: Revision and Oral Presentations	
	(Some topics and theme areas subject to change)	
	Study Period: 2-6 June	
	Examination Period: 7-24 June	

ASSESSMENT

Assessment in this unit takes the form of homework exercises to be submitted during the semester, one written assignment to be handed in at the end of the semester, a number of vocabulary based tests completed in class time, one oral presentation completed in the final week of Semester, and one formal examination in the examination period.

Homework Exercises are due by 4 pm on **Friday** of each week, where work has been set. **Written Assignment** is due by 4 pm on **Friday, 30 May 2008**.

Oral presentation will be conducted in normal class time in Week 13 (final week ending 30 May).

The **examination** will be scheduled in the official examination period. The examination timetable is published on the UTAS website. The examination is worth 50% of the total marks in this unit.

This assignment will assess learning outcomes 1, 2a, 2b, 3 and 4.

The **Homework exercises** will assess knowledge and understanding of material related to unit content. Together the exercises are worth 15% of your final mark in this unit.

This assignment will assess learning outcomes 1, 2a, 2b, 3 and 4.

The **Written Assignment** is based on the themes encountered during the semester and will require application of knowledge and skills developed. The assignment worth 15% of your final mark in this unit. Write approximately 500-800 words in German.

Entscheiden Sie sich, wofür Sie sich am meisten interessieren, z.B. Landwirtschaft, Industrie, Tourismus, Finanzwesen usw und wählen Sie dann das Bundesland (oder auch Bundesländer), das Ihren Interessen am meisten entgegenkommt. Bereiten Sie dann mit Hilfe von Nachschlagwerken (wie z.B. dem Brockhaus) oder dem Internet einen schriftlichen Bericht vor. Z.B. Tourismus in Bayern, oder Frankfurt das Finanzzentrum Europas. Illustrieren Sie den Bericht mit Zeitungsartikeln, Schaubildern, Cartoons usw, die Sie zu Ihrem Thema gesammelt haben.

This assignment will assess learning outcomes 1, 2a, 3 and 4.

The **Oral Presentation** assesses the students pronunciation and ability to communicate orally in the target language. This is worth 20% of your final mark in this unit.

You are a sales executive promoting a product of your region (apples, wine, seafood, cheese, a particular hotel, shop, resort etc) to your German-speaking clientel. E.g. Freycinet Lodge: ein Traumhotel in der Wildnis, or Mohnanbau in Tasmanien. Using visual and other aids (OHPs or Powerpoint), you have 5 - 10 minutes to convince your potential customers in GERMAN that your product is the best.

This presentation will assess learning outcomes 1 and 2c.

ADDITIONAL INFORMATION

Submission of Assignments

Students are required to submit all assignments in this unit directly to their unit coordinator unless otherwise directed.

All assignments must be submitted in hard-copy (not by email, unless otherwise directed). Students are required to keep copies of all submitted assignments.

Difficulties with your Studies

If you are experiencing difficulties with your studies or assignments, have personal or life planning issues, disability or illness which may affect your course of study, you should raise these with your lecturer and/or one of the following Student Services staff as soon as possible:

- Learning Skills Adviser
- Disability Adviser
- Careers Adviser
- Student Counsellor

University Statement on Plagiarism and Academic Integrity

"Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/>.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

Marking Scale

The following distribution of marks and grades is applied in assessing your work:

- High Distinction (HD)—80-100%
- Distinction (DN)—70-79%
- Credit (CR)—60-69%
- Pass (PP)—50-59%
- Fail (NN)—0-49%

All marks are subject to moderation.

Assessment Criteria

The following criteria apply to assessment of the essay:

- Grammatical correctness
- Syntax
- Choice of vocabulary
- Attention to expression, spelling, proof-reading.

IT Support

Learning online—for online learning and Vista support – <http://www.utas.edu.au/courseonline/>

Information Technology Services—for general IT Support (includes link to UTAS download website)

<http://www.utas.edu.au/servicedesk/student/index.html>

Library Services—for information literacy support – <http://www.utas.edu.au/library/>

Help Desk (email HelpDesk@utas.edu.au or 6226 1818, within University 1818)