



Department of Germanic Studies

The University of Dublin, Trinity College

BESS German Language in TR081, TR083, TR084, TR017

German is a language that employers want!

“These days Irish third-level graduates with any kind of German skills are being snapped up by Irish companies looking to sell into Germany.” (Irish Times, 31 August 2012)

Why continue your Language Studies when studying in BESS?

Contrary to what you might think, **English is not enough!** If you want to give yourself a competitive edge, language skills are increasingly important, not just as a way of communicating with international business partners, but also as a means of developing a whole range of transferable skills. More and more employers are looking for graduates with communication skills, interpersonal and presentation skills, problem solving, team working and organisational skills. These are skills that you develop when learning a language!

Why choose Business German?

Did you know that over 100 million people speak German? German is the mother tongue of some 24% of the EU population. Germany is the largest market in Europe and an important export market for Ireland in the Euro zone. Germany is also the third largest provider of foreign direct investment in Ireland and German companies employ an estimated 20,000 people in Ireland. In short, German will be a big plus for you in an international career.

The Course

The course is specially designed for BESS students and combines a focus on business German with consolidation of general language skills, both oral and written. It also builds cultural competence. All students in **TR081**, **TR083** and **TR084** may choose **BESS German Language** as one of their options in first and second year. Successful completion of the course brings your German up to level B2 in the Council of Europe’s “Common European Framework (CEFR) for Languages. Completion of the course also means that you can apply to participate in a Socrates Exchange in a German-speaking country and spend your third year studying at a university in Germany or Austria. We have partner universities in Düsseldorf, Mannheim, Regensburg, Innsbruck to name but a few.

Entry Requirements

You should have Honours Leaving Certificate in German or its equivalent, i.e., C at A-Level, A at AS Level.

General Aims of the Course

- To consolidate general language proficiency in both oral and written German and to develop proficiency in business German.
- To prepare students for a Socrates exchange in a German-speaking country.

First Year (Junior Freshman)

The course takes a thematic and task-based approach. Lectures, group-work, video- and audio-based activities introduce you to aspects of the German economy and society and to how business is conducted in Germany and in other German-speaking countries. The themes covered in the first year programme include the different sectors of the German economy, entrepreneurship, Irish-German trade relations, marketing and advertising. Emphasis is placed on developing an ability to understand and discuss business articles from various print and non-print media in German. The programme also has a strong practical focus to help you prepare for summer work in a German-speaking country at the end of your first year. The teaching is through German and all the course material is provided in the form of readers.

Second Year (Senior Freshman)

The Senior Freshman course builds on the knowledge and language skills acquired during the Junior Freshman year. As in first year, teaching is in small groups to maximise participation and interaction. The thematic areas covered by the programme include economic indicators, labour relations, management and investment. You will be encouraged to follow and discuss current social and economic issues in German-speaking countries. Proficiency in oral communication is acquired through simulations and role-play activities. Special emphasis is placed on the development of transferable skills such as evaluating statistical material and giving a presentation. The course prepares you linguistically and culturally to participate in a SOCRATES exchange at a German-speaking university.

More information on the Department of Germanic Studies can be found at http://www.tcd.ie/Germanic_Studies.

You can also contact Dr Gillian S Martin at gsmartin@tcd.ie or Ms Brigitte Morrogh at morroghb@tcd.ie.