# Deutsch für die Finanzkommunikation (First level)

## Prof. Federica Missaglia

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims at introducing course participants into the field of German *Finanzkommunikation* (*i.e.* investor relations) and specifically into oral communication. It focuses on linguistic aspects, but also deals with cultural items in Italy and in German-speaking countries in order to trigger successful cross-cultural communication between Italian and German speakers, *i.e.* professionals from the Federal Republic, Austria and Switzerland. Furthermore course participants will get a public speaking training in German.

At the end of the course participants will be able to hold efficient public speeches in German and to conduct oral communication on financial themes with professionals from German-speaking countries, both considering verbal and non-verbal aspects, *i.e.* in the perspective of successful cross-cultural communication.

***COURSE CONTENT***

• Intercultural communication between Italian and German speakers

• Investor relations in German oral communication: Public speaking

***READING LIST[[1]](#footnote-1)***

Etzel, Stefanie, 2019. *Rhetorik für Finanz-Manager. Auftritt und Wirkung in der Finanzwirtschaft*. 2. Aufl. Wiesbaden: Springer Gabler. ISBN 978-3-658-26611-0

Gibson, Robert, 2002, *Intercultural business communication. An Introduction to the Theory and Practice of Intercultural Business Communication for Teachers, Language Trainers, and Business People*. Oxford: OUP ISBN 978-0194421805

***TEACHING METHOD***

The teaching method is both content-focused and interactive, *i.e.* participative. The lectures will be intertwined with discussions held in the classroom and participants will be asked to make short presentations in the classroom.

***ASSESSMENT METHOD AND CRITERIA***

Assessment will be performed by an oral examination dealing both with the theoretical aspects presented and discussed in class, but also with application of acquired contents. The exam is passed only if both parts (theory and application) have a positive evaluation.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)