# Deutsch für die Finanzkommunikation (First level)

## Prof. Laura Balbiani

***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 written communication. It focuses on linguistic aspects, like German syntax and morphology in specialized financial communication and deals with financial terminology.

At the end of the course the students will be able to read and comprehend German IR-texts (such as stock recommendations, fact books, business reports, company profiles, presentations, IR-pages on the Web).

***COURSE CONTENT***

• Financial terminology in Italian vs. German.

• Investor relations in German written communication.

***READING LIST***

Whitehouse, Marlies, 2019. [*Schreiben in der Finanzwelt: Analysen, Methoden, Praxistipps*](https://digitalcollection.zhaw.ch/handle/11475/18226). Wiesbaden: Springer. ISBN 978-3-658-10889-2

***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.

***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. Course participants must be able to read and comprehend written IR-text in German. The exam is passed only if both parts (theory and application) have a positive evaluation.

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

*Office Hours*

Professor Laura Balbiani meets students at the Department of Linguistic Sciences, via Necchi 9, room 325. Timetable as published on her personal webpage (<https://docenti.unicatt.it/ppd2/it/docenti/05636/laura-balbiani>). Meetings on Teams are also possible, by appointment.