# Deutsch für die Finanzkommunikation (2nd 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, Switzerland.

At the end of the course the students will be able 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***

• Investor relations in German oral communication: Public speaking

• Intercultural communication between Italian and German speakers

***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 [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/etzel/rhetorik-fuer-finanz-manager-auftritt-und-wirkung-in-der-finanzwirtschaft-2-9783658266110-709868.html)

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 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.

***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 Federica Missaglia meets her students at the Department of Linguistic Sciences, via Necchi 9, room 306 or via Microsoft Teams. Timetable as published on her personal webpage (https://docenti.unicatt.it/ppd2/it/docenti/06319/federica-missaglia/profilo).

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