# 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 (entirely in German) 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 in class, but also with application of acquired contents in a project-work to be discussed during the exam. Course participants must be able to read and comprehend written IR-text in German.

***NOTES AND PREREQUISITES***

Content-related pre-requisites are not required; a knowledge of German facilitates the assimilation of content.

*Office Hours*

Professor Laura Balbiani meets students by appointment at the Department of Linguistic Sciences, via Necchi 9, room 320. Meetings on Teams are also possible.