

Department	I – Business and Social Sciences / <i>Wirtschafts- und Gesellschaftswissenschaften</i>
Degree level	Bachelor's
Degree program	Digital Economy / <i>Digitale Wirtschaft</i>
Type of instruction	Exercise
Credits	5
Availability	Winter semester
Hours/week	4

Module number	B 06
English title / German title	English for the Digital Economy / <i>Englisch für die digitale Wirtschaft</i>
Credits	5 Cr
Instruction hours	4 hours per week during the lecture period of the semester Self-study: 82 hours
Subject coverage	Interdisciplinary fundamentals of business and technology
Learning objectives / Competencies	<p>Subject-related competencies</p> <ul style="list-style-type: none"> • Knowledge of common English situations from the digital economy • General business topics, international trade, marketing, business communication • Areas of business, work practices, types of media in the digital economy • Fundamentals of information technology <p>Language-related competencies</p> <ul style="list-style-type: none"> • Mastery of relevant vocabulary for the description of matters regarding the digital economy • Understanding of topics concerning for example Internet trade, company structures, one's own work experience, the company as a market competitor, marketing • Brief presentation in English of a selected topic related to the digital economy or a company operating in the digital economy <p>Practice-related competencies</p> <ul style="list-style-type: none"> • Filtering out relevant information from a business/technical text in English (e.g. in the form of a blog or website) and the formulation of a subject-specific text • Employment of grammar rules • Processing and solving English listening exercises native-speaker and non-native speaker accents • Business-related telephone or online conversations in English • Description of graphs, diagrams and tables • Successfully dealing with language-related assignments with online resources <p>Behavior/Social Competencies</p> <ul style="list-style-type: none"> • Cultural differences and their significance for one's working world • Continual improvement of one's language skills
Requirements	Level of English: Level A2/B1 in line with the Common European Framework of Reference for Languages
Level of semester	First semester of the degree program
Type of module	Exercises with focus on cooperative forms of pair and group work, role plays and case studies

Status*	Required module
Semester when offered	Winter semester
Assessment of performance	The following assessment form is valid unless other modalities of performance assessment are provided in an understandable written manner within the module registration period: 50% oral presentation with written assignment 50% written examination
Determination of the grade	Exercise 100%
Recognition of alternative modules*	Module of comparable contents
Contents	English for the Digital Economy <ul style="list-style-type: none"> • Topics on the digital economy and informatics based on concrete subject-related matters • Global developments like globalization, as well as the changing role of the Internet or international business relationships • Evaluation of news reported in English on the topic of the digital economy • Discussion and in-depth treatment of subject-specific topics and developments in the fields of informatics and the digital economy • Independent preparation of subject-specific topics or company presentations • Enhance the subject-specific vocabulary in the above-mentioned fields
Literature	Butzphal, G.; Maier-Fairclough, J.: Career Express B2. Cornelsen.
Further information	This module is offered in English.

* Only relevant for Beuth students enrolled in a degree program.