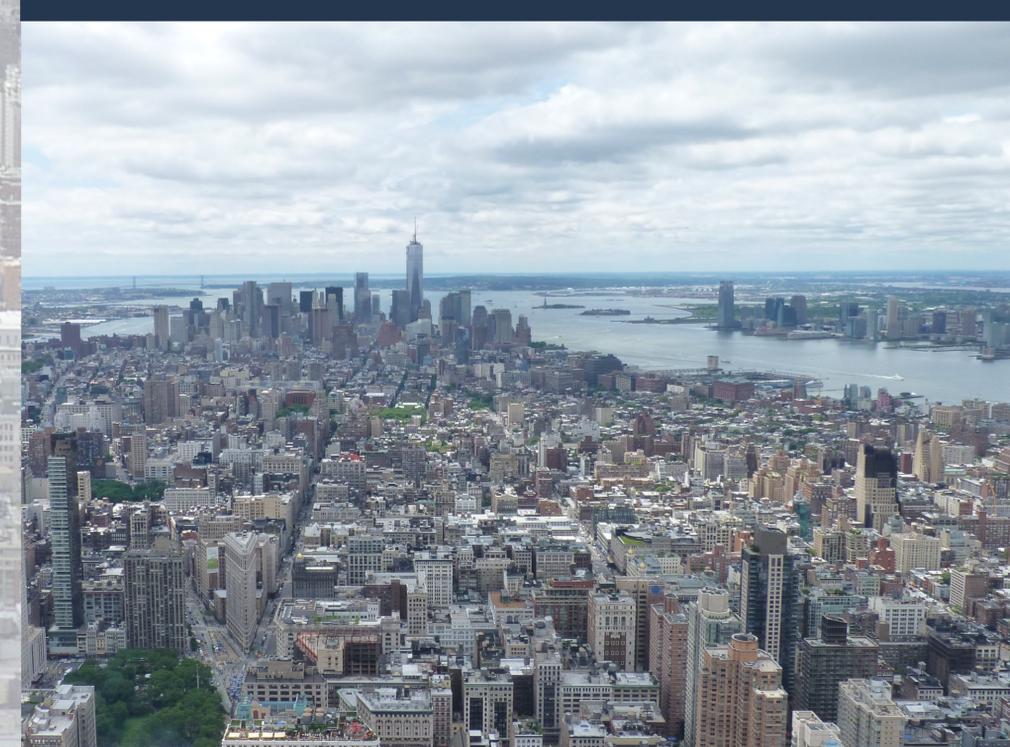


Wahlfach Englisch im B.Sc. und M.Sc. Wirtschaftspädagogik



Wahlfach Englisch B.Sc. und M.Sc. Wirtschaftspädagogik



© Anglistisches Seminar, April 2020

Fotos: Lara Wörner, Dieter Thoma, Pexels/Burst

Why English as an elective?

- learn the lingua franca of the economic world
- refresh your grammar skills & train your communication skills
- be prepared for international internships and studying abroad
- choose from a variety of courses in linguistics, literature and culture
- learn how to do and teach business in English

What are good prerequisites?

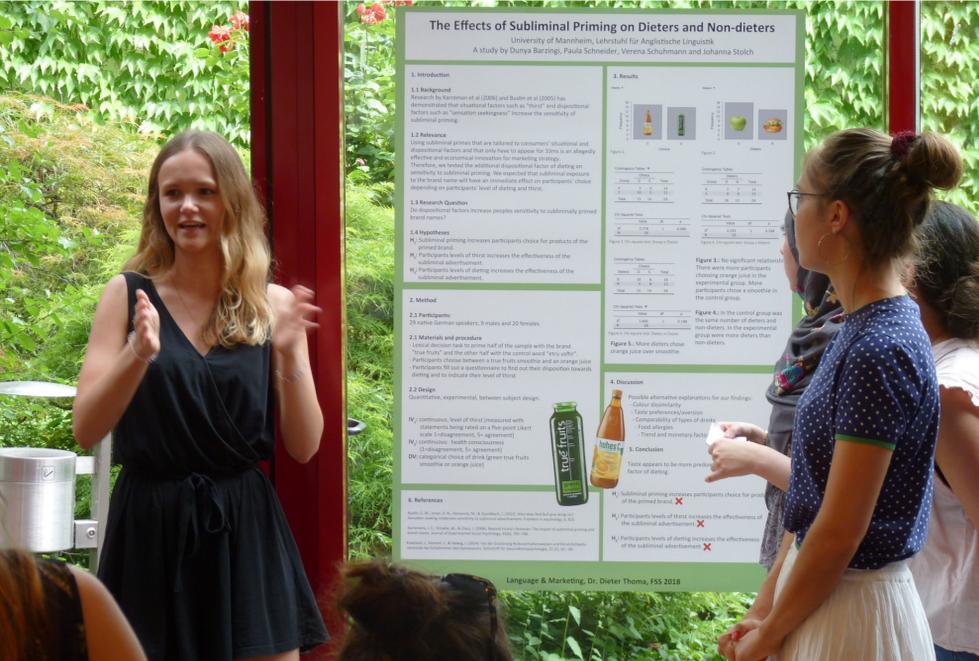
- at least 11 points in English in the Abitur
- interest in a stay abroad
- interest in the English language, literature and culture
- interest in corporate communication, multilingualism and bilingual teaching

What will you study?

- English language competence with special focus on Business English
- in Linguistics, you will investigate the acquisition and cognitive processing of English and German by mono- and multilingual speakers
- in Literary Studies, you will focus on British and American literature and culture. You will learn about the relationship between literature, subjectivity and the sciences

B.Sc. Veranstaltungstitel	Angebot	Art	FS	ECTS	Empfehlung für Studierende
ANG 201 Foundation Course	immer	Ü	5. FS	4	Klausur (90 Min.) oder andere PL
ANG 310 Introduction to Literary Studies	immer	VL	5. FS	8	Klausur (90 Min.)
ANG 310-1 Tut Introduction to Literary Studies	immer	Tut	5. FS	in ANG 310	freiwillig, Teilnahme empfohlen
ANG 301 Introduction to Linguistics	immer	VL	6. FS	8	Klausur (90 Min.)
ANG 301-1 Tut Introduction to Linguistics	immer	Tut	6. FS	in ANG 301	freiwillig, Teilnahme empfohlen
M.Sc. Veranstaltungstitel	Angebot	Art	FS	ECTS	Empfehlung für Studierende
ANG 224 Intermediate Translation German-English	immer	Ü	1. FS	3	Klausur (90 Min.) oder andere PL
ANG 303 Linguistics: Form and Function OR ANG 307 Linguistics: Variation and Change	immer	PS	1. FS	5 bis 6	Belegung im 1. FS und Abschluss mit Hausarbeit (6 ECTS), wenn als Hauptseminar LINGUISTICS gewählt wird sonst Klausur (90 Min.) oder Prüfungsgespräch (20 Min.) je 5 ECTS
ANG 561 M.Sc. WiPäd: Business Communication (BC II)	HWS	Ü	1. FS	3	Klausur (90 Min.) oder andere PL
ANG 210 Phonetics Lecture	FSS	VL	2. FS	6	Klausur (90 Min.)
ANG 211 Phonetics UK OR ANG 212 Phonetics US	FSS	Ü	2. FS	in ANG 210	
ANG 223 Intermediate Essay Writing and Discussion	immer	Ü	2. FS	3	Klausur (90 Min.) oder andere PL
ANG 312 Literary Studies UK OR ANG 313 Literary Studies US	immer	PS	2. FS	5 bis 6	Belegung im 1. FS und Abschluss mit Hausarbeit (6 ECTS), wenn als Hauptseminar LITERARY STUDIES gewählt wird sonst Klausur (90 Min.) oder Prüfungsgespräch (20 Min.) je 5 ECTS
ANG 234 Advanced Translation German-English OR ANG 235 Advanced Essay Writing and Discussion	immer	Ü	3. FS	4	Klausur (90 Min.) oder schriftliche Aufgabe
ANG 404 Linguistics OR ANG 414 Literary Studies	immer	HS	3. FS	8	Hausarbeit (15-20 S.)
ANG 562 M.Sc. WiPäd: Current Topics (BC III)	HWS	Ü	3. FS	3	Klausur (90 Min.) oder andere PL
ANG 428 Fachdidaktik II Englisch M.Ed., M.Sc. WiPäd	immer	S	4. FS	5	Hausarbeit (10-15 S.) oder Unterrichtsentwurf
ANG 563 M.Sc. WiPäd: Business Translation	FSS	Ü	4. FS	3	Klausur (90 Min.) oder andere PL
Summe ECTS Wahlfach M.Sc.				49	

Abkürzungen: FS = Fachsemester, PS = Proseminar, Ü = Übung, HS = Hauptseminar, VL = Vorlesung



Course Example Linguistics: Language and Marketing

Course Example Literary Studies: It's Cool to Consume

Course Example Cultural Studies: Intercultural Business Communication

Marketing communication and research heavily rely on language. In advertising, language can trigger emotions, explain product benefits and persuade consumers to buy a certain product.

- acquire basic knowledge in central areas of psycholinguistics and marketing communication
- learn how persuasive communication can affect consumer behavior
- solve case studies on designing brand names and non-profit campaigns
- conduct your own research project and present it at a poster conference

The ascent of neoliberalism has been intimately entwined with visual culture. Commodity fetishism, the neoliberal transformation of the city and digital capitalism are three powerful ways in which neoliberalism and visual culture intersect.

- analyze an array of visual media from film and TV series to advertisements and Instagram posts
- learn to understand the complex ideological work that visual culture can perform
- assess the potential of some visual strategies of resistance to the neoliberal order

With the exponential growth of globalization, it is of vital importance for young professionals to be able to adapt to, and to flourish into this very dynamic environment.

- explore the communication styles of various cultures
- gain insights and practical tips
- learn how to communicate effectively in multicultural settings
- improve your business-centric English skills