

Contents

7. SEMESTER – KOMPETENZMODUL 7

MODULE 1 Managing diversity

1

- Talking about diversity in society
- Talking about diversity management
- Talking about different generations
- Planning social events in a company
- Writing a general inquiry
- Writing a proposal

MODULE 2 International trade – the big chance?

15

- Talking about international trade
- Talking about globalisation and its economic impact
- Talking about outsourcing
- Talking about fair trade
- Writing a dispatch advice
- Interpreting and presenting data

MODULE 3 Breaking boundaries – in pursuit of common prosperity and welfare

30

- Talking about international organisations
- Talking about the European Youth Event
- Talking about charity funds and aid organisations
- Drafting a project plan
- Writing an article
- Creating a promotional text

MODULE 4 Take the risk!

44

- Talking about entrepreneurship
- Talking about entrepreneurs
- Talking about the Austrian Federal Economic Chamber
- Talking about business etiquette
- Making a business plan
- Presenting a business plan
- Writing a proposal

MODULE 5 Exhibit your products

57

- Talking about trade shows
- Talking about the importance of trade shows
- Informing customers about a delay in delivery
- Complaining about a delay in delivery
- Planning participation in a trade show
- Designing a leaflet or brochure for a product

SKILLS CHECK 1: 7. Semester – Kompetenzmodul 7

75

8. SEMESTER – KOMPETENZMODUL 8

MODULE 6 Money goes online

76

- Talking about money and currencies
- Talking about High Street banks
- Talking about mobile banking
- Talking about plastic money
- Talking about international financial institutions
- Talking about student loans
- Giving a presentation
- Writing an article
- Writing requests and reminders

MODULE 7 Talking business starts here!

90

- Assessing your personal skills
- Talking about practice firms and virtual enterprises
- Talking about the promotional value of freebies
- Preparing a company visit
- Talking about international trade fair participation
- Writing a report

MODULE 8 Trends in motion

104

- Talking about value trends in society
- Talking about values in business
- Talking about trends in lifestyle
- Interpreting and analysing graphs
- Drafting a questionnaire
- Writing a letter to the editor
- Writing a report

MODULE 9 Act responsibly!

121

- Talking about Corporate Social Responsibility (CSR)
- Talking about ethical shopping
- Making a complaint
- Settling a complaint
- Writing an adjustment
- Writing a report
- Writing a blog

MODULE 10 Where do I go from here? 141

- Talking about career planning
- Talking about university fairs
- Talking about job fairs
- Talking about going abroad
- Talking about applying for a job
- Preparing for a job interview
- Writing a cover letter

SKILLS CHECK 2: 8. Semester – Kompetenzmodul 8 156

LISTENING TRANSCRIPTS 157

REFERENCES 173