

Wirtschaftskommunikation Deutsch Lehrbuch

Teaching Foreign Languages New Skills for New Entrepreneurs Deutsch als
Fremdsprache Wirtschaftskommunikation Deutsch neu Wirtschaftsdeutsch als Fremdsprache für
zukünftige Manager Deutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen
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Deutsch Stellenanzeigen als Instrument des Employer Branding in Europa Translating
Migration Linguistics and Language Behavior Abstracts Georgeta Rață Mira Alexander Volker
Eismann Veronika Hübl Ines-Andrea Busch-Lauer Volker Eismann Volker Eismann Katja Bossert
Martin Nielsen Angela Treiber
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Eismann Volker Eismann Katja Bossert Martin Nielsen Angela Treiber*

teaching foreign languages languages for special purposes is a collection of essays which will appeal to
teachers of modern languages no matter the level of instruction the essays deal with three main
approaches of the teaching of languages for special purposes in europe asia and africa theoretical
linguistics lexis french vocabulary and semantics french copulative verbs descriptive linguistics
compared linguistics english romanian english serbian french romanian french serbian and german
macedonian and applied linguistics language acquisition english in romania and spanish in serbia
language education arabic in italy english in bosnia herzegovina croatia iran malaysia russia serbia and
the united arab emirates german in serbia lexicography english french romanian ruthenian and serbian
stylistics english french and spanish and translation english italian and romanian

in the years 2015 and 2016 more than 2 5 million refugees came to the european union to seek asylum
many of these refugees acquired professional qualifications in their home countries but despite these
qualifications they often struggle integrating into the labour market the complex recognition process for
their qualifications is one of the main reasons at the same time the european union is facing an
alarming gap of sme successors and entrepreneurs more entrepreneurs are needed and refugees need an
easier way to become integrated into the labour market in their host country these two principals were
combined in the new entrepreneurs project a procedure for the identification of entrepreneurial
potential builds the foundation this is accompanied with a language training and a motivation and
creativity training to promote entrepreneurship a special training was developed tested evaluated and
implemented accompanied with a business start up and takeover training a comprehensive coaching
process accompanies the whole process the developed procedures and trainings were successfully
applied also to natives in hungary meaning that the range of the potential beneficiaries is even larger tan

expected this publication contains the relevant curricula application notes and experiences as a result of the project new entrepreneurs with the following partners hanse parlament de berufsakademie hamburg de institut für angewandte gewerbeforschung at ipartestületek országos szövetsége hu t2i trasferimento tecnologico e innovazione scarl it

en la nueva edición de wirtschaftskommunikation deutsch se actualizan los temas y el contenido y se comprime el material en un solo volumen alemán específico para el ámbito empresarial a partir del nivel b1

biographical note veronika hübl ist dozentin für kommunikationskompetenz deutsch an der zürcher hochschule für angewandte wissenschaften zhaw

die fähigkeit zu mehrsprachigem projektmanagement ist eine begehrte kompetenz die digitale arbeitswelt verlangt nach fachleuten die komplexe regionale und globale herausforderungen gleichermaßen meistern in der hochschulausbildung ist deshalb eine zukunftsfähige und praxisnahe vermittlung von fremdsprachenkompetenzen gefragt digital gestützte lehr und lernwerkzeuge eröffnen hier neue wege für die sprachausbildung wie diese erfolgreich genutzt werden zeigen die autorinnen und autoren dieses buches ehrlich und kompetent stellen sie herausforderungen erfahrungen und lösungen vor unter anderem am best practice beispiel profit im beruf durch sprach und fachsensibilisierung im studium einem efre geförderten projekt der westsächsischen hochschule zwickau und der technischen universität liberec tschechien anhand der deutsch als fremdsprache ausbildung im bereich wirtschaft mit regionalem schwerpunkt in der grenzregion tschechien sachsen zeigt sich wie digitale lehr und lernszenarien den fremdsprachenunterricht beflügeln

inhaltsangabe einleitung seit den sechziger jahren wird in den usa sozialpsychologische forschung zu problemen und besonderheiten des interkulturellen kontaktes d h des kontaktes zwischen angehörigen verschiedener kulturen betrieben ausgelöst durch die zunehmende internationalisierung der wirtschaft und die daraus resultierende notwendigkeit zur kommunikation entstanden stiegen die interkulturellen kontakte auch in internationalen unternehmen an durch unstimmigkeiten mißverständnisse und konflikte müssen aber international agierende unternehmen immer höhere kosten im personalmanagement wie bei teuren rückholaktionen von auslandsentsandten sowie effizienzverluste durch fehlgeschlagene projekte verbuchen dies führt dazu daß der interkulturelle kontakt immer mehr als problematisch empfunden wird in verschiedenen untersuchungen wurden daher die merkmale von personen die erfolgreich interkulturell kommunizierten analysiert und auf basis dieser merkmale theoretische modelle der interkulturellen kompetenz entwickelt neben diesem persönlichkeitsansatz begann man seit den achtziger jahren aber auch mit quantitativ empirischen untersuchungen zur kultur anhand intrakultureller beobachtungen d h beobachtungen innerhalb einer kultur wurden einzelne kulturen auf basis verschiedener dimensionen beschrieben und von anderen abgegrenzt sowie typologien von kulturen abgeleitet für den interkulturellen kontakt wurden dabei konfliktpotentiale gesehen wenn die intrakulturellen werte und einstellungen in bestimmten bereichen voneinander abwichen oder gar in widerspruch zueinander standen so kann z b ein unterschiedliches verständnis von zeit zu stark abweichenden auffassungen von pünktlichkeit führen was bei der zusammenarbeit im geschäftsleben zu konflikten führen kann aus diesen vergleichenden cross cultural studien gehen kontrastierende vorstellungen der verschiedenen kulturen hervor auf die sich die interagierenden angehörigen unterschiedlicher kulturen einstellen sollen letztendlich führen diese typpologisierungen aber zu einer verstärkten stereotypenbildenden generalisierung und sind somit problematisch da sie mehr zu einer konfliktzementierung als zur angestrebten konfliktlösung beitragen auch berücksichtigen diese untersuchungen nicht daß es zumindest fraglich ist ob sich beispielsweise ein franzose bei der zusammenarbeit mit deutschen genauso typisch französisch verhält wie er es unter französischen kollegen tun würde ob

der band versammelt studien zum thema stellenanzeige aus sprach kultur marketingwissenschaftlicher

und juristischer perspektive die eine differenzierte herangehensweise an diese textsorte im rahmen des human resource management ermöglichen untersucht werden im interdisziplinären zusammenspiel funktionen und wirkungsmittel von stellenanzeigen im europäischen kontext des employer branding die beiträge zeigen dass unternehmen im verschärften wettbewerb um hochqualifizierte mitarbeiter viele möglichkeiten haben sich als attraktiver arbeitgeber zu positionieren

in many fields of professional practice and research conversations can no longer be conducted in the first language of the respective participants the increasing diversity of languages of multi and translanguaging require the involvement of language mediators interpreters in the contexts of flight asylum and migration this interdisciplinary volume discusses different procedural strategies for overcoming linguistic as well as culturally conditioned communication barriers and highlights the emerging methodological and theoretical challenges for social counselling and therapy practice as well as for the practice of qualitative research

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