



## Teaching “Business Language” Courses in Foreign Language Departments

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**German Studies**  
**Emory University**

February 27, 2019  
12:00 pm - 1:15 pm  
Modern Languages Building  
Room 201  
RSVP for a meal to [sshortt@emory.edu](mailto:sshortt@emory.edu)  
by noon on February 25.



Based on many years of experience teaching Business German, Professor Lancaster will share issues she has encountered and insights she has gained in teaching business language courses. This two-course sequence, focused on students in the third-year level of language learning, has become a staple in the curriculum of the Department of German Studies at Emory. Discussion will focus on how in language classes one might teach business related issues and everyday economic life in other languages and cultures with the pedagogical goal of enabling students to function well in the target language and culture. Important questions include: What content works best for a diverse group of students who may attend business school or just want to know the cultural and linguistic norms of economics and business? What skills and knowledge are necessary? How can such learning increase students’ skill sets needed for internships and entry-level professional positions? Which forms of teaching assessment are best utilized? Ultimately, this session will be about the specifics of such teaching as well as broader issues regarding the importance of intercultural communication—the need for students to be aware of their own and the others’ culture and how language and values impact business and economic interactions.