

**Deutsch 301 • Herbstsemester 2014
Sitzung Nr. 16 • 20.11. • Tagesordnung • assignments & deadlines**

Vorige Sitzung: Vokabeln (werden in der nächsten Sitzung geübt)

verkehrt - backwards, wrong	sich nennen - to be called	Täter - perpetrator
betrifft - concerning, re	an etwas schuld sein - be guilty of X	angeblich - alleged
Sinn - meaning	Oberschule - American high school	verschieben - postpone
wählen - choose, select, vote for, dial/enter (keypad)		Verschieber - procrastinator
brüllen - bellow	schreien - yell	anschreien - yell at

Unterlagen u. Grafiken [Zahlen in () beziehen sich auf meine Datenbanksammlung]

Kursbeschreibung

Fischer-Richardson, German Reference Grammar and Bildwörterbuch

Nees, Greg. "Germany: Unraveling and Enigma" (Amazon site and preview of chapter 1)

Schlüsselwort/begriff des Tages / der Woche

personality, psychology, behavior

Persönlichkeit - personality	Eigenschaft - characteristic, trait	Art - kind
Neigung - tendency	geneigt sein - to be inclined to	Meinung - opinion
Stärke - strength	Schwäche - weakness	sich benehmen - behave (neutral, or "proper")
sich verhalten - behave (neutral)	scheinen - seem	Gewohnheit - habit
gewöhnlich - usual(ly), habitual(l)	immer, oft, häufig, manchmal	nicht oft, selten, nie
sich etwas abgewöhnen - to break oneself of a habit	(sich) ändern - change (oneself)	versuchen - try
bewerten - evaluate (suggesting judging as well)	einschätzen - evaluate (neutral)	kritisieren - criticize
meistens - mostly	eher - rather (than something else)	eigentlich = actually
faul - fleißig	freundlich - zurückhaltend	vielseitig - konzentriert

Schwerpunkte (Zeichenerklärung)

- SmallTalk: a) Ein kleiner "Gast" im Hause der Fischer-Lane-Familie; b) Am Ende des Semesters: wenig Zeit, wenig Ruhe, wenig Schlaf
- Gespräch: Wie teile ich meine Zeit ein? (Arbeit, Studium, Hobbys, Essen u. Trinken, Schlafen, Privatleben, usw.) Wo kann ich ein wenig Zeit gewinnen? Wo verschwende ich

zuviel Zeit?

- **SpeakEasy:** a) Die Zettelchen für die neuen kompostierbaren Hüllen; b) Der Chef macht einen dummen Fehler
- **Übung:** Mein(e) Chef(in), meine Mitarbeiter - was sind das (nicht) für Leute, und was tun sie (nicht)?
- **Übung:** Wir beschreiben einige SpeakEasy-Grußkarten (Gruppen besprechen ihre Grußkarten, beschreiben sie dann, lernen Wortschatz: Blatt, Textformatierung, Drucken)
- **Aufgabe "Meine Persönlichkeit"** - wir lesen einige Selbstbeschreibungen
- "20 Fakten über mich" - a) mein jetziges Leben; b) meine Vergangenheit
- **EU-Sprachkompetenzen (Einführung); Sprachenpaß; Lebenslauf; Lebenslauf Ingrid Uebe, Kinderbuch**
- **Debriefing:** Narrative vs. condensed résumé - which is "better"? Which is more difficult to compose in another language?
- **Debriefing:** Description techniques (using **WBBW** last two pages)
- **Übung:** unbekannte Vokabeln lernen, in dem wir deren Bedeutung beschreiben. Heute: abstrakte Qualitäten, die wir nicht in einem Bildwörterbuch finden (mpzbn; efdjvhvm; tofblz; tmfbaz; jpdnqfufou; usvtuxpsuiz; tibmmpx)
- **Culture topic:** Nees, "German Communication Patterns": du/Sie but also much more – private/public (Arbeit/Schnapps) Directness and Klarheit; Diskussion and Vertiefen/Gründlichkeit; offenses: unverschämt;
- **Hörverständnisübung:** Wie ein Verbrecher seine Arbeit tut (g00079: **Tondatei; Abschrift**)
- **Stärken und Schwächen von Übersetzungsanwendungen "LordMason" (und in der Computerübersetzung);**
- **Gesundheit:** Unfälle, Verletzung, Narben (Bildwörterbuch: Skelett)
- **Wrap up:** We're more than 75% through the course; how many stars should you get?

Aufgabe(n)

- **Schriftliche Aufgabe: Meine Persönlichkeit**
- **Read (over weeks 7 and 8) Nees "Germany: Unraveling an Enigma" Chapter 6: "Building Better Business Relationships" (later we'll come back to Chapter 5, which is more general). As always, draw comparisons to American culture or, rather, the subset(s) of American culture you know about. and to other cultures you may have experienced. Example: Do you think DACH companies have "casual Friday"?**

Vorbereitung auf die nächste(n) Stunde(n)

- **Begin searching, using (quoted) "ich über mich" and smart keywords, for a person in the German-speaking world who shares your educational, career, and even personal interests. This is preparation for assignments where you will translate that person's résumé and use its vocabulary to enrich your own résumé in German.**
- **Consider the various factors that influence our choices about workplace and career: family, location, money, personal interests (and many more); each week we will discuss one or two of these factors.**

Vorschau auf die nächste(n) Aufgabe(n) und Sitzung(en)

- **Our current large topic is "General and Career Skills and Educational Background / Work Experience": Think systematically about the workplace / professional skills you have or want to have, both for your intended occupation, and what might be of use to the "SpeakEasy" part of our course. Start gathering the vocabulary to name and describe them; best way is to find real web pages about real people (try combining the skill with "über mich" or "Lebenslauf" or "Ausbildung")**
- **Soon we'll be talking about the everyday working world: behaviors, skills, people, and a**

touch of the higher-level areas like pay, fringe benefits, etc. If you feel you lack experience in the working world, talk to other people who do have it.

- culture E or G, with ex of assignment
- Unsere Gesundheit: im allgemeinen; bei der Arbeit und im Beruf
- Describing and demonstrating a career-related skill
- Culture topic: Germans and their money issues
- Upcoming: info about scholarships and German-related job opportunities
- Wir besuchen und untersuchen einige Firmen: eine Tischlerei (Johann Rohregg); ein Haus- und Gartenfachhandel (Schoell); ein Großkonzern (Kaufhof), mit Auskünften über Karriere, Jobs und Praktika, und eine Selbstbeschreibung von einem, der bei Kaufhof Arbeit fand

Name: Sepp Meyer
 Eintrittsjahr: 2009
 Instrument:
 Bariton



Warum ich böhmische & mährische Musik mache....

wunderbare Melodien, schöne Harmonien, gefühlsvolle Musik, technisch anspruchsvoll

Ich spiele Bariton weil.....

in der Kadettenmusik fehlten Klarinettenisten, also erhielt ich eine Klarinette, meine Finger waren aber zu klein, beim zweiten Instrument, der Zugposaune war mein Arm zu kurz. Man verpasste mir dann ein

Tenorhorn, mit dem ich dann mein Instrument fürs Leben gefunden, hatte.

Musikalische Laufbahn.....

Kadettenmusik Wohlen, Bläserkurse AMV, Militärtrompeter, Dirigentenkurse AMV, 47 Jahre MG Villmergen, 20 Jahre Blaskapelle Rietenberg

Zwei Lieblings Polka/Walzer....

Polka: Slavikovska, Nedakonanka
 Walzer: Seerosenwalzer, Vypichnuta

Meine Hobbys....

Musik machen, Musik hören

nach oben'

Name: Edgar Meyer
 Eintrittsjahr: 2002
 Instrument:
 Tenorhorn
 Funktion:
 Hüttenwart im Probefokal



Warum ich böhmische & mährische Musik mache.....

damals 1967 nach einem Konzert von Ernst Mosch hates mich gepackt.

Ich spiele Tenorhorn weil.....

weil in der Jungmusikanten ein Tenorhornspieler gesucht wurde.

Musikalische Laufbahn.....

1958 - 2008 Musikgesellschaft Schwaderloch
 1963 - 1974 Tanzmusik "Melando-Septett"
 1974 - 1983 Rüebliländer Musikanten
 1983 - 2005 Habsburg-Musikanten

Zwei Lieblings Polka/Walzer....

es gibt unzählige Polkas und Walzer die ich gerne spiele

Meine Hobbys....

Böhmische Musik, Velotouren, Bergwanderungen

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marc görtz
 (<http://marcgoertz.c>)

SONNTAG, 20. OKTOBER 2013

Zwanzig Fakten über mich

Der Martin (<http://www.dertagundich.de/>) hat ein Stöckchen (<http://www.dertagundich.de/zwanzig-fakten-ueber-mich/>) in die Runde geworfen, was natürlich ungemein praktisch ist, denn so kann ich auch mal wieder was in dieses Internet reinschreiben. Passiert ja so selten! Also los.

1. Ich lebe schon immer im Selfkant (<http://www.selfkant.de/>), der westlichsten Gemeinde Deutschlands. Man versucht immer wieder, mich zu einem Umzug zu überreden, aber mir gefallen Land und Leute hier einfach zu gut.
2. Fußball interessiert mich nicht die Bohne – außer es findet eine EM oder WM statt, dann verpasse ich fast kein Spiel. Was Abseits ist, weiß ich trotzdem nicht.
3. Als Vereinsmensch bin ich Musiker durch (<http://instrumentalverein-tueddern.de/>) und durch (<http://tueddern.de/>), aber auch aktiver Karnevalist (<http://www.kg-witsemaenn.de/>) und mitverantwortlich für den Bau eines Bürgerhauses in meinem Heimatort.
4. Etwas makaber, aber ich habe bereits zwei Lieder für meine Gedenkfeier ausgewählt: »Music (<http://open.spotify.com/track/1csXsWpoKOqrVEGqawEAZN>) « von John Miles und »Theme from New York, New York (<http://open.spotify.com/track/3RgRoOrtiUDa9B8GWg4wc>) « von Frank Sinatra. Man muss ja früh planen.
5. Ich wasche sehr gern, bügeln oder Klamotten falten geht mir aber tierisch gegen den Strich. Just in diesem Moment steht ein Wäschekorb neben mir bereit – seit Tagen.
6. Ich koche unheimlich gern, bin aber häufig recht inspirationslos und bestelle dann abends lieber schon mal Pizza, Indisch oder hole was von der Frituur.
10. Seit dem 27. Juli bin ich jedes Wochenende unterwegs, und das geht noch mindestens bis zum 30. November so. Langeweile kommt nicht auf.

Aus Gründen gibt's auch noch ein Fakt, das meine Lieblingsehrendame grad feststellte:

Ich spiele Tenorhorn, aber ich spiele immer Piano. (Klar soweit?)

So. Ich reiche weiter an Markus (<http://knieb.es/>) und Dominik (<http://www.dominik-schwarz.net/blog/>).

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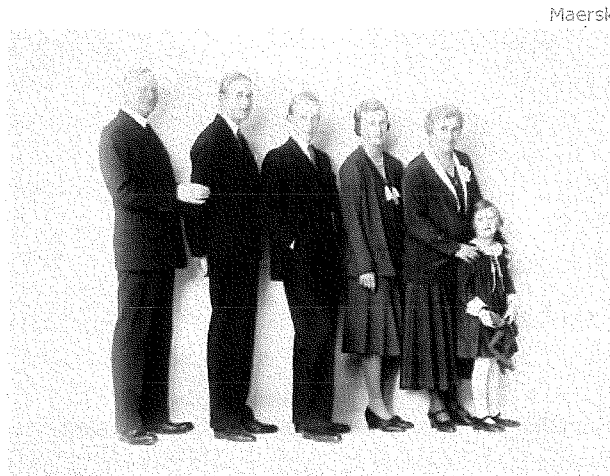
European family firms in the recession

Dynasty and durability

Sep 24th 2009 | BERLIN AND PARIS

From *The Economist* print edition

Family-run firms are supposed to be safe havens in times of crisis, but many of Europe's biggest have come unstuck



WHEN Germany invaded Denmark in 1940, A.P. Moller, founder of A.P. Moller-Maersk, a shipping company (above on the left, with his family), refused to cooperate with the Nazis. He sent his son (second left), then 26, to run the business from America instead. These days the younger Mr Moller, now 96, is helping the firm through the recession. Because of overcapacity in container-shipping, the firm is on course for its first full-year loss. Mr Moller is no longer involved in the business day to day, but he keeps an eye on cash flow and gives advice to the chief executive, who is not a family member. Events today, in Mr Moller's view, are moving even faster than they did in the 1930s.

Having a century or more of experience is supposedly a big advantage for family firms in difficult times. Many big European family businesses, after all, have survived two world wars and successive waves of nationalisation. As a result they tend to be wary of debt and seldom panic. According to a global index compiled by Credit Suisse, a bank, family firms have outperformed the MSCI World Index by 4.8% since its launch in January 2007. Some people even argue that family firms, with their lower leverage, long-term approach and loyalty to employees could point the way toward a more stable kind of capitalism. "Family businesses value honest, careful work and keeping close to the customer," argues Fernando Casado of the Family Enterprise Institute in Barcelona, "not easy money and speculation."

Family-owned or closely held firms dominate Germany in particular. Of the 1,000

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biggest German companies, only 170 are listed. Albrecht von der Hagen, the director of Die Familienunternehmer, a lobby group for family businesses, says members' first priority is to ensure the survival of the family firm and that this trumps any desire to expand or increase profits. One example is B. Braun Melsungen, a family-owned medical company with 38,000 employees and nearly €4 billion (\$5.9 billion) in sales last year. Equity makes up almost 40% of its balance-sheet and although it made €185m in profit last year, it paid out less than a tenth of that to its shareholders. Little wonder that even in the downturn, banks have been knocking on its door.

But several of Germany's biggest family firms have not proved so conservative of late. Adolf Merckle, the founder of a drugs, cement and engineering conglomerate, committed suicide on January 5th after burdening his empire with heavy debts and misguided financial gambles that ultimately cost his family control. Madeleine Schickedanz, a big shareholder in Arcandor, a department-store and mail-order group which went bankrupt in June, is now living on €600 a month, after entrusting the firm to managers who restructured endlessly yet failed to modernise its drab department stores.

Schaeffler, a family-owned firm that makes bearings, was almost felled by the loans it took on to take over Continental, a car-parts company three times its size. In late August it completed a €12 billion restructuring that may just allow the family to retain control. Porsche, a carmaker controlled by the Piëch and Porsche families, also had to be bailed out after a bid to buy Volkswagen backfired. And Sal Oppenheim, a bank that has been in family hands for over 200 years, may now sell itself after a number of loans went sour.

This run of failures points to some big problems with family capitalism. The first is that one of its main strengths, the alignment of ownership and management, can become a weakness when control passes to the next generation. "Sometimes they are arrogant, sometimes they are naive, sometimes they are really very good, but they are never the original entrepreneur," says Volker Beissenhirtz of Schultze & Braun, a German law firm.

Family-owned firms also seem to lose caution as they get bigger. In the case of small family concerns, a "house bank" often wields significant influence through its power to extend or deny credit. Such bankers understand their clients' businesses and steer them away from excessive debt. But when family-owned firms become too big to rely on a single bank, resorting to syndicated loans and the like, their many bankers tend to monitor them less closely, says Jörg Rocholl of the European School of Management and Technology in Berlin.

Elsewhere in Europe, the crisis may prompt some welcome changes to family capitalism. Italian families have long been criticised for constructing complex chains of ownership which allow them to exercise control over large groups with minimal outlay. But banks are becoming far less willing to finance these "Chinese boxes", because the controlling firms are usually financially weak and can collapse in hard times. "Chinese boxes are more prevalent when there is plenty of cheap money from banks," says Emma Marcegaglia, president of Confindustria, Italy's leading business group. "Now banks may say, 'If you want money, let's simplify the structures.'"

One way in which family-firms have differentiated themselves during the crisis is by refusing to slash their workforces. In Portugal, says Peter Villax, president of the Portuguese Family Business Association, large family firms have eschewed layoffs. They have been inspired by Alexandre Soares dos Santos, chairman of Jerónimo Martins, a food-distribution firm, who declared in February that his company would sack workers only as a last resort after cutting salaries, bonuses, investment and dividends. Marcegaglia Group, a family-owned steel company, has been the only one in the industry in Italy not to fire a large portion of its staff, says Ms Marcegaglia. "We have lost fewer jobs in Italy compared to other European countries because of family firms," she says.

Although several family firms have had a terrible crisis, in one industry they have shone. Consumers have sought out discount shops, which are largely in family hands in Europe. Aldi and Lidl, two German discount chains which have won

11/11/09 5:42 PM

European family firms in the recession: Dynasty and durability | The Economist

customers across Europe, are family businesses, as are Colruyt, a Belgian one, and Netto, a pan-European one which is owned by A.P. Moller-Maersk. In clothing, too, familiiës övün väliue fashiön bränds Zārā, Hēnnēs & Mäuritz and Primärk.

The reason families dominate discounting, says Philippe Suchet of Exane BNP Paribas, an investment bank, is their long-term approach: they know that keeping prices low for customers is the only way to survive over generations. Listed retailers, by contrast, often face pressure to raise prices in order to meet short-term financial goals. With the exception of department stores (see article), the crisis has therefore confirmed one old truth: that families are best of all at shopkeeping.