

*presents*

# SHORT TERM BUSINESS COMMUNICATION **COURSE** **IN GERMAN LANGUAGE**

*in association with*



A Satyam Roychowdhury initiative



## USP of the Course:

- The course will emphasize the development of German language speaking, reading, writing and listening skills.
- The course will incorporate the coverage of important grammar topics so that the learner can get a comprehensive, functional, overall knowledge about the German language.

## Immersive mode:

- Virtual  Zoom
- IN-PERSON: TECHNO INDIA GROUP CAMPUS



**15TH JUNE 2024 ONWARDS**  
**WEEKEND CLASSES**



THIS COURSE IS DESIGNED FOR ENTREPRENEURS, BUSINESS PROFESSIONALS & INDIVIDUALS WHO WANT TO EXPLORE THE OPPORTUNITIES WITH GERMANY IN THE FIELD OF BUSINESS, TOURISM AND EDUCATION.

## Course Outline:

- DURATION OF THE COURSE:  
60 HOURS, 15 WEEKS, WEEKEND CLASSES  
(SATURDAYS AND SUNDAYS)

## Immersive mode:

- Virtual  Zoom
- IN-PERSON:

 TECHNO INDIA GROUP CAMPUS (DN 25, DN BLOCK, SECTOR V, BIDHANNAGAR, KOLKATA, WEST BENGAL 700091)

- DATE OF COMMENCEMENT: 15TH JUNE 2024

## ● PARTICIPATION FEE: RS 9000 + 18% GST (FOR INDIVIDUAL PARTICIPATION)

ORGANIZATIONS/ GROUPS CAN AVAIL DISCOUNTS ON BLOCK/ GROUP ENROLMENTS.

- 2-3 CANDIDATES : 5% ON THE DISCOUNTED FEE OF RS.9000
- 4-5 CANDIDATES : 10% ON THE DISCOUNTED FEE OF RS.9000
- 6 CANDIDATES AND ABOVE: 15% ON THE DISCOUNTED FEE OF RS.9000

## ● WHO CAN LEARN?

- BUSINESS ASSOCIATES
- BUSINESS MANAGERS
- CORPORATE LEADERS
- ENTREPRENEURS





## Course Summary:

- This short-term but intensive course will essentially take the learner through the basics of the German language.
- The course will enable the applicants to acquire knowledge of grammars, framing sentences and to speak, write and understand the language in its spoken form.
- To make the learning experience interesting and practically relevant, the orientation of this course will be interactive in nature.
- Lessons will be given through both theory and as practical activities like speaking and reading on a regular basis.

## Teaching Materials:

Lesson plans and all necessary teaching materials along with PDFs etc. will be provided. Regular notes will also be given in class by the teacher/s.

## Curriculum:

- The week wise curriculum: <https://bit.ly/GermanCourseWeekWiseCurriculum>  
Course Calendar: <https://bit.ly/GermanCourseCalendar>
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## Outcome of the Course:

- Speech activities like self-introductions, greetings, enquiries and commonly relevant topics will be practiced in class in order to build up the confidence level of the learners.
- The course will effectively familiarize the learner with German grammar, basic vocabulary, and teach her/him how to construct and use short simple sentences for communication purposes.
- The Course will enable the learners to build association and strengthen relationships with the overseas collaborators.



## Evaluation:

Evaluation will be done in two parts:

Total marks: 100 (divided into Mid-Semester and End-Semester)

- Mid semester: 30 marks, MCQ based online examination on Google Forms.
- End Semester: 70 marks, offline examination, divided into 4 parts:
  - Schreiben: Written Examination on Grammar: 25 marks
  - Lesen: Reading out unknown texts with correct pronunciation: 15 marks.
  - Sprechen: Speaking ( Viva, Self introduction): 15 marks
  - Hören: Listening Comprehension: 15 marks

## Certification:

To be jointly provided to the participants by The Bengal Chamber of Commerce and Industry, one of the oldest Chambers of Commerce and Sister Nivedita University on completion of the course and assessment.

### How to Enroll:

- Please register through <https://bit.ly/RegistrationGermanLanguageCourse2024>
- To enroll, the applicants can initiate Bank-to-bank transfer directly to the Bank Account by NEFT/RTGS or through BCC&I UPI

Beneficiary Name: The Bengal Chamber of Commerce and Industry  
Bank Name: Canara Bank  
Bank Account Number: 95001010000017  
(Current)  
IFSC Code: CNRB0019500  
BCC&I Address: Royal Exchange,  
6 Netaji Subhas Road, Kolkata 700001,  
West Bengal Kolkata





## Faculty:



### Ms Sreeja Roy

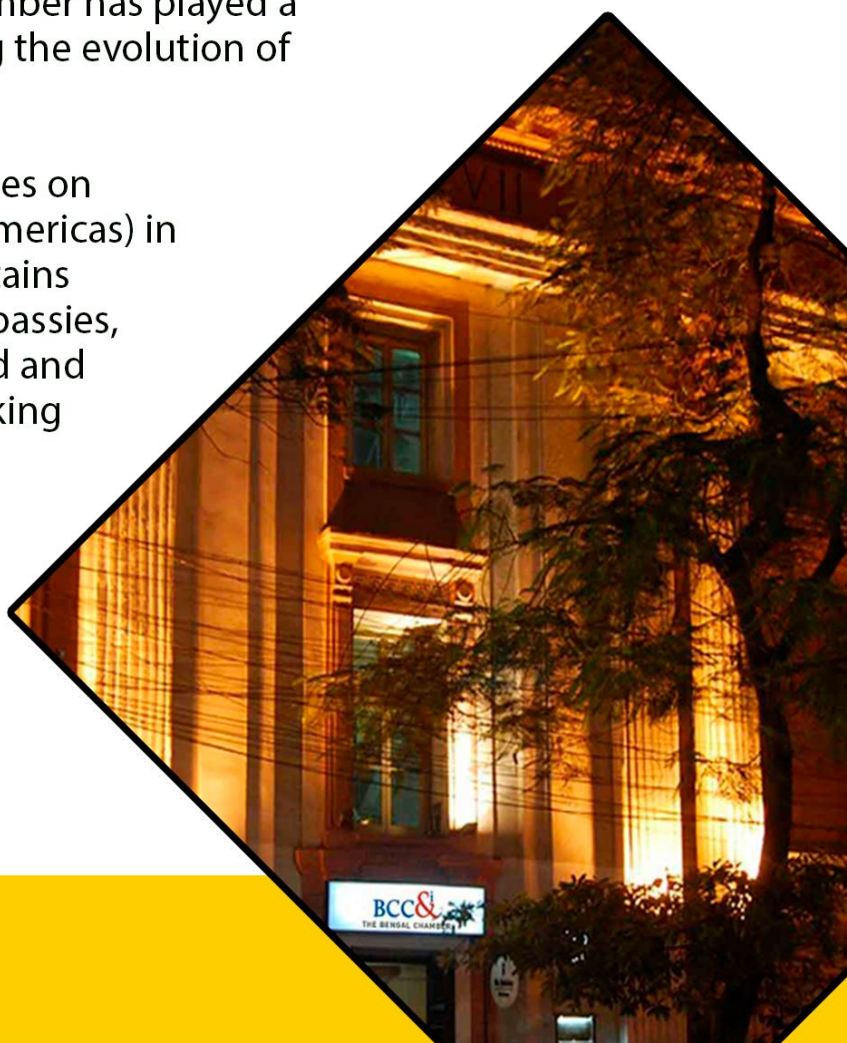
Ms Roy is a German faculty in the School of International Languages at Sister Nivedita University. She is a German language Diploma holder and has experience in working as Advisor in a German multinational company.

## About The Bengal Chamber of Commerce and Industry:

[\(https://www.bengalchamber.com/\)](https://www.bengalchamber.com/)

The Bengal Chamber of Commerce and Industry, India's oldest institution of its kind, traces its origins to 1833. The Chamber has played a pioneering role as a helmsman, steering the evolution of Commerce and Industry in India.

The Chamber's Overseas activities focuses on International Connect (APAC, Europe, Americas) in over 18+ Countries. The Chamber maintains excellent working relationship with Embassies, High Commissions, Consulates – Abroad and other Chambers of Commerce and working closely with Overseas Missions, Commercial, Trade and Liaison Offices in India(USA, UK, Bangladesh, Hong Kong, Korea, Taiwan, Thailand etc.) As on date The Chamber has conducted more than 100+ B2B Meetings, organized 10+ Outward Delegations and hosted 50+ Inward Delegations.





The Bengal Chamber has embarked on an initiative to launch Short Term Online Certificate Courses on Business Communications in International Languages for the members and stakeholders to provide them with the ability to demonstrate goodwill and facilitate international communication at both personal and organizational levels and to enable them to build association and strengthen relationships with the overseas collaborators.

In recent past, the Chamber has successfully launched Short Term Online Certificate Courses on Languages like Japanese; Mandarin (A1) and (A2) and Spanish. The courses have achieved a great success and effectiveness. Following the success, the Chamber has embarked on the initiative to present “Short Term Certificate Courses on Business Communications in German Language”.





# About The Sister Nivedita University (SNU)

<https://www.snuniv.ac.in/>

The Sister Nivedita University (SNU) Bill was passed in the West Bengal State Legislative Assembly on November 29, 2017. Destined to be a different kind of a University, driven by research, innovation in teaching-learning experiences, inclusiveness and sustainability are its major core objectives. These objectives have started attracting not only the student and scholar aspirants, but also industries who are willing to take part in this movement of modernizing the concept of Industry-academia co-location and mutual cooperation.

Lead by the Chancellor of the University, Shri Satyam Roy Chowdhury, the University will reach to the masses with various outreach programs that includes Skill Development, technology based innovation and entrepreneurship development etc. The University would also create a foundation with leading corporates and non-government philanthropic missions to attract talent at the national level in various fields like Science, Technology, Health Sciences, Sports, Literature and Performing Arts. The objective is to nurture and handhold these talents with Scholarships and other privileges, so as to ensure that these talents are not wasted.

SNU from its inception has prioritized technology embedded academics, research and training. SNU is barely five years of age but its approach to education has given students an edge in steering their careers towards success making the university one of the most sought after institutions in Eastern India.

Keeping in view the constant change in demands of the industry SNU has collaborated with the Industry to offer courses structured and taught by experts from the industry. SNU runs such successful courses by TCS, IBM, Bombay Stock Exchange and National Stock Exchange where students are exposed to the industry work demands.





We have a very active relation with the Chambers of Commerce of the country, Indian Chamber of Commerce, Bengal Chamber of Commerce and Industry, Bengal National Chamber of Commerce and Industry and we also are closely associated with Confederation of Indian Industry, NASSCOM, Calcutta Management Association infact all of them often support our initiatives and collaborate with us on different sessions and events at SNU.

The online mode of teaching-learning was not unfamiliar as our students were already using the in-house developed Learning Management System, even prior to the pandemic. The shift to the online mode during the pandemic and blended mode of teaching- learning post-pandemic was rather seamless.

We have taught our students that all sectors including Education, Healthcare, Hospitality and even the Performing Arts have to undergo digital transformation in order to meet the demands of the changing scope of global work culture.

Infact, graduates from Humanities and Arts, Management and non-tech backgrounds in general will need to acquire skills of basic technology along with domain specific knowledge. SNU stresses on experiential learning. Our students across all streams are well versed in the basics of technology having been exposed to well equipped smart classrooms and smart student friendly infrastructure. SNU has set up a Digital Studio with state –of-the art infrastructure where students themselves Live Stream events shared across university's FB and Insta Page and Stories.

Students run a popular Podcast- SNU Radio, a very successful news digital news and infotainment platform called SNU Chronicle from this digital studio that help generate awareness about various social crisis and issues. SNU's digital team consisting of students and staff, infact, were the digital partner for International Kolkata Book Fair of 2022 and got exclusive rights to cover the event spanning two whole weeks.

Our students across all streams get to explore their creativity and expand their talent even during pursuing their degree. We offer a wide range of subject combinations under Choice Based Credit System, where students from a Computer Science Stream or Physics major can easily opt for Dance/Music/ Painting as a generic elective subject.

Knowledge of Foreign Languages is always an added advantage in the industry in the near future. Our students are taught European and Asian languages viz French, Japanese, Mandarin, German, Italian, Spanish, as part of their curriculum and by the time they graduate, they are fluent in at least one Foreign language . Infact our students and faculty receive invitation from Foreign Consulates stationed in Kolkata to put up shows or to organize workshops for visiting foreign nationals. We also organize workshops in collaboration with these consulates where experts from their country visit us to conduct workshops and train our students in an art specific to the country.



At the same time SNU has come up with three new centres, Centre for Entrepreneurship Development, IPR, Innovation & Incubation Centre for Interdisciplinary Studies and Centre for New India Studies that will explore inter sectorial research and academics.

SNU has developed a global network. We have signed MoU with several universities of France, Italy, USA, UK, Germany, Australia, Bosnia, Russia, Spain, Poland, China, Singapore that help facilitate student exchange, aculty exchange and research scholar exchange. Infact, our students have already received scholarships from the Govt of Japan to pursue research in health science domain in Japan.

It has been our predominant mission to make every student be attuned to the demands of the society and implement ideas to solve crises. But most importantly, our students have been taught to implement their education to serve the community and society at large.



Mr. Sambit Dasgupta  
Deputy Director  
The Bengal Chamber  
E: [sambit@bengalchamber.com](mailto:sambit@bengalchamber.com)  
M: +91 9874241919

Ms. Sankalpita Aich  
Manager  
The Bengal Chamber  
E: [sankalpita@bengalchamber.com](mailto:sankalpita@bengalchamber.com)  
M: +91 8961364494

Mr. Rajat Dutta  
Junior Executive  
The Bengal Chamber  
E: [rajat@bengalchamber.com](mailto:rajat@bengalchamber.com)  
M: +91 6289 979 161

