



## ENTERPRISE GERMAN

### A CREATIVE SCHOOL PROJECT FOR PROFESSIONAL ORIENTATION

**Format:** National ideas contest for schools and their partner companies

**Task:** Presenting a German/ Austrian/Swiss company based in Australia / Australian company with business connections to German speaking countries and developing a business idea with an associated advertising campaign

**Duration of the project:** Term 2: April – July 2022 & Term 3: July – October 2022

**Target group:** Year 9 and Year 10 students with German language skills (A1 level completed); teachers of German: German speaking companies based in Australia / Australian companies with business connections to German speaking countries

**Hours:** Teachers should use at least one teaching hour per week with the participating class. Many tasks could also be done at home and/or online.

## CONTENT

Enterprise German connects German with Economics. It is designed for schools that would like to build a bridge to the working world or to expand their contacts with companies in the region. In three modules, the project combines aspects of professional orientation with a motivating idea contest, which appeals to the creativity and inventiveness of students. The central task is to develop an innovative product or an innovative service idea for a company in the local environment. The new product / service idea should be a useful extension of the company's offer and should be marketable. Students will also create an advertisement (for example a video clip) and a commercial slogan in German promoting their business idea to potential German speaking clients. An essential part of the project is the visit to the partner company. This provides students with a realistic insight into the working world and offers useful information for developing a company profile as well as for the invention of the new product/service idea.

## OBJECTIVES

The project aims to show students an insight into the professional world by providing cooperation between schools and enterprises. It motivates students to learn German and aims to show them how German can advance their career.

The project aims:



- to make German teaching more concrete and realistic, thus strengthening students' motivation for learning  
→ improving their knowledge of German
- to demonstrate the value of German for the professional career  
→ improve personal career opportunities and future prospects
- to assist young people in their professional orientation and transition from school into the professional world → guidance
- to provide insights into the world of work and in vocational, economic and social contexts → analysis of the economic area, company visit
- to promote an interdisciplinary and CLIL (Content and Language Integrated Learning) - related teaching, which integrates content from business management and marketing into the German language  
→ possible cooperation with the economics teacher
- to foster learning partnerships between schools and enterprises  
→ dual learning
- to increase the didactic offer of schools  
→ visibility of the school in the region
- to promote the social image of companies → social responsibility
- to promote the development of qualified young talent by companies  
→ dual education
- to increase the media competency of teachers and students  
→ work with media formats

## NOTES ON IMPLEMENTATION

Teaching materials can be downloaded from the website. The project is carried out independently by the teacher with support of the Goethe-Institut Australien. The Goethe-Institut Australien will also tutor the Moodle room in which student groups will upload their results.

The completion of the tasks for each module is flexible and not bound to fixed dates. The only fixed date will be **17 October 2022**. Until this date, all work must be uploaded to the Moodle room. The project includes three compulsory work assignments. Students are encouraged to choose different digital media formats (text, photo, music, video, brochure, poster etc.) to present the results of each task. Materials which are subject to copyright may not be used.

## SCHEDULE

### PHASE 1: OUR ECONOMIC AREA (MODULE 1)

The task is to explore and present the region as an economic area. Students examine their local environment for important economic sectors and exemplary companies and document their results in an economic and geographic presentation. In their research, students pay attention to the presence of German

companies and Australian companies with business relations to Germany. This phase is used to identify possible partner companies for the project partnership.

Text: 150-250 words and

Illustration: photo, drawing, collage, poster, video (max. 3 minutes, format: mp4)

### **PHASE 2: OUR PARTNER COMPANY (MODULE 2)**

The task of this module is to create a portrait of a partner company. Several companies or only one company per class can be chosen from a list pre-selected by the Goethe-Institut Australien. Prior to the visit to partner company, the groups will research their company and prepare questions for an interview during their visit at the company. Students with only basic knowledge of German can take the interview in the mother tongue. Intermediate students should lead the interview, if possible, in German, provided the company has German-speaking staff. In case the company cannot be visited it is also possible to conduct a telephone or e-mail interview. All collected information is used to create a presentation of the partner company.

Text: 150-250 words and

Illustration: photo, drawing, collage, poster, video (max. 3 minutes, format: mp4)

### **PHASE 3: OUR BUSINESS IDEA (MODULE 3)**

After gaining an insight into their company, students will develop their own business ideas in the last module. In groups, they will invent a product or service which is innovative and which corresponds with the company's profile. The new product / service should be realistic and marketable, interesting and useful for its potential customers. Students should find a meaningful name for the product / service and simulate the launch of their business idea with the help of an advertising format and a suitable advertising slogan in German.

Text: 150-250 words

Illustration: video (max. 1 minute, format: mp4) or radio ad (max. 30 seconds, format: mp3) or brochure or advertising poster. A combination is also possible (e.g., brochure and video), illustrations (photo, drawing) can be used to illustrate the text that presents the product or service.

### **DETERMINATION OF THE WINNING TEAMS**

Based on the criteria of **creativity, innovativeness, general effort and language**, an expert jury will select the most convincing ideas. The winning teams will receive certificates and prizes. All participating students will receive a certificate of participation.