

# SCHOOL OF APPLIED HUMANITIES AND LANGUAGES

## INDUSTRY LINKS CAPABILITIES AND COMPETENCIES

### CAPABILITIES AND COMPETENCIES OF STUDENTS RELATED TO INDUSTRIAL COOPERATION

- BA German and English for Business Communication (GEBC)
- BA Translation: Arabic, English, German
- MA German as a Foreign Language

#### Communication

High command of three working languages (German, English, Arabic)

- Ability to compose professional texts like reports, formal letters, summaries etc. as well as to do content writing
- Corporate and public relation skills in verbal and non-verbal communication

#### Translation (BA Translation)

- Theoretical knowledge and practical skills in general translation between the three working languages (German, English, Arabic) in addition to two fields of specialized translation
- Skills in subtitling and localization
- Skills in consecutive interpreting

#### Business (BA GEBC)

- Management
- Marketing and Public Relations
- Human Resources
- Logistics

#### Intercultural Communication

Excellent cultural and intercultural communication skills with regard to their own culture and cultures in which their working languages are used

#### Language Teaching

- Graduates have the prerequisites for further training in language teaching.
- MA students are well equipped for teaching German.
- Arabic Language and Culture for non-native speakers

#### Social Work

Professional Diploma "Migration and Refugees" (new major)

## CONTACT INFO

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