

**School of Modern Languages**

**GRMN 3696 German Business and Technology: Current Issues with focus on Vienna/Austria  
and**

**GRMN 3697 German Business and Technology: Communication with focus on Vienna/Austria  
German LBAT in Vienna, Austria 2026**

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Office hours: Monday through Thursday after class at 12:15 pm  
No required course package

**This is a Core IMPACTS course that is part of the Humanities area.**

Core IMPACTS refers to the core curriculum, which provides students with essential knowledge in foundational academic areas. This course will help students master course content, and support students' broad academic and career goals.

This course should direct students toward a broad Orienting Question:

- How do I interpret the human experience through creative, linguistic, and philosophical works?

Completion of this course should enable students to meet the following Learning Outcome:

- Students will effectively analyze and interpret the meaning, cultural significance, and ethical implications of literary/philosophical texts or of works in the visual/performing arts.

Course content, activities and exercises in this course should help students develop the following Career-Ready Competencies:

- Ethical Reasoning
- Information Literacy
- Intercultural Competence

**Course Objectives:**

In this course, you will gain insights into the German and Austrian economic, business, and working worlds. Through the teaching materials, you will also be introduced to specialized Business German, business communication, and workplace communication. We will cover various topics which, where appropriate, we will also discuss from the perspective of important historical events and developments during the transition from the Austro-Hungarian Empire to the modern Republic of Austria. The choice of topics also aims to prepare for and reinforce the planned excursions. Furthermore, you will improve your understanding of Austria's cultural identity and diversity, as well as your academic reading, writing, and speaking skills within the context of historical and cultural analysis.

**Expected Learning Outcomes:**

By the end of this class, you will...

- Have spent almost six weeks on location in Vienna, Austria, a period during which you will be able to connect the course content to your own personal experience of the city
- Have further refined your German language skills with regard to vocabulary, register, comprehension, writing, and speaking
- Have gained confidence in talking about the topics of the culture and history of Vienna, local history and customs in German

- Have an overview of the history of Austria and Vienna
- Have gained an overview of some of the major sociopolitical developments in Austria
- Have presented a personal project of your choice (famous person or important structure/building/institution)

**Course Description:**

This advanced German course is designed to explore current topics in economics and technology, with a special focus on Vienna and Austria. In class, students will engage in advanced language acquisition, analyze economic trends within the Austrian context, and expand their communication skills for everyday professional life. The goal of the course is to provide a comprehensive understanding of Austrian business practices, technological developments, and the unique economic landscape in Vienna.

**Grade Breakdown GRMN 3696 and GRMN 3697 (for each class)**

Active participation in class and in cultural activities	10%
1 Mini presentation	20%
1 Personal Project	50%
1 Test	20%

**The letter grade is calculated in the following manner:**

100 – 90% = A

89 – 80% = B

79 – 70% = C

69 – 60% = D

59 – 00% = F

**Description of Graded Components**

**Mini Presentation:** Students are required to give two 5–8-minute presentations: one focusing on a famous Austrian individual, and the other on a prominent Austrian or German company.

**Personal Project:** Find a tourist attraction or a famous person in Vienna and present it in form of a PPP in class. Make sure you have all the information about the attraction or person of your choice presented to your classmates in a visually attractive manner. Include historical, architectural, cultural, artistic, personal, ... facts. Prepare an in-class activity to engage your audience (it can be a grammar activity, a fact-check quiz, be creative!). You will lead the group to the attraction of your choice (explain how to get there, which mean of public transportation to use) and give an on-site tour.

## Course Expectations & Guidelines

### Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. For information on Georgia Tech's Academic Honor Code, please visit <http://www.catalog.gatech.edu/policies/honor-code/> or <http://www.catalog.gatech.edu/rules/18/>.

Any student suspected of cheating or plagiarizing on an assignment, project or exam will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

### Attendance and/or Participation

Active participation is essential to success in this course. To ensure a high-quality learning environment in this class, you are allowed to miss 1 class period without documentation and without repercussions. If you miss more than 2 classes, you are running the risk of receiving a lower course grade, as one percent of the final grade percentage will be deducted per extra unexcused absence.

To document absences, you must bring documentation from the dean of Students. The document must state the date and time of your appointment explicitly, as well as the duration of your absence and contact information of the issuing body.

**Translator and Dictionary Usage:** It is in your best interest to refrain from using translators as much as possible. By allowing yourself to learn the words you're working with through context within the videos, essays or interactive activities on VHL, you are allowing yourself to develop a deeper connection with the word and will be more likely to be able to retain and recall the word at a later time. If you must use a dictionary or translator, please use <https://en.pons.com/translate> or <https://www.leo.org/german-english/>. These particular resources will allow you to see the word you're searching for in a variety of contexts and usages so that you may choose the correct one. If you choose to continue learning German, PONS or LEO are a great resources to continue using as it also shows you the case and gender among other grammar heavy terms that will help you in future conjugation and sentence structures. Using a translation program or AI is considered plagiarism. (Please see **Collaboration and Group Work**)

### Collaboration and Group Work

Language learning occurs in a community of people. This semester, you will participate in multiple small group activities both oral and written.

However, the following forms of assistance are not allowed for doing any of the work in this course: copying (from someone else's assignments or from another source [a reading in a textbook, the Internet, etc.]) without clear attribution of the source; having another student, a tutor, or a friend suggest changes or correct the work you are to turn in; completing assignments in consultation with other students ("working together") unless specified by your instructor; translating directly from another source; and especially **using electronic translation programs**. These restrictions apply to any work turned in for this course, even daily homework assignments. The issue of digital plagiarism has raised concerns about ethics, student writing experiences, and academic integrity. GT subscribes to a digital plagiarism detection program called Turnitin, which may be used to check assignments submitted in this course.

### Extensions, Late Assignments, & Re-Scheduled/Missed Exams

No late assignments or extensions will be granted. Please plan accordingly. Contact your instructor in case of extenuating circumstances.

## Student-Faculty Expectations Agreement

At Georgia Tech we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. See <http://www.catalog.gatech.edu/rules/22/> for an articulation of some basic expectation that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

## Considering a major or minor?

Adding a language to your degree or course of study is a great way to keep in touch with matters of international business and even simply the globalizing world. Business, Technology and Engineering are all sectors in which Germany prides itself and partners with other countries on the global scale. Georgia Tech offers a minor in German, as well as three different options for majors: **B.S. in Applied Languages and Intercultural Studies (ALIS)**, **B.S. in Global Economics and Modern Languages (GEML)**, and **a B.S. in International Affairs and Modern Languages (IAML)**. For more information on the programs go to: <https://modlangs.gatech.edu/languages/german>

## Helpful Links:

- [www.leo.org](http://www.leo.org) or <http://en.pons.eu/> (online dictionary)
- [www.dw.de](http://www.dw.de)
- [www.nthuleen.com](http://www.nthuleen.com)
- <https://www.wien.info/en>

## Topics covered in both courses include:

### History & Power

- **Imperial Foundations: From Roman Outpost to Global Capital**  
How Vienna's strategic location on the Danube transformed a Roman fort (Vindobona) into the world's most livable city.
- **Architects of Influence: Personalities Who Built a Legacy**  
A deep dive into the figures—from Maria Theresa to Sigmund Freud—who didn't just live in Vienna but fundamentally redesigned its social and physical fabric.
- **Neutrality & Diplomacy: The UN and the Austrian Political System**  
Combining the political system with the VIC to explain how a small, neutral nation became one of the world's four major diplomatic hubs.

### Arts & Culture

- **The Sound of Power: Why Vienna Became the World's Stage**  
Moving beyond "The City of Music" to explore how the Habsburgs used music as a political tool to attract geniuses like Mozart and Beethoven.
- **A Living Museum: The Evolution of the Viennese Skyline**  
The dramatic clash between Imperial Baroque grandeur and the rebellious, gold-leafed modernism of the Secession.

- **The Viennese Soul: Language, Dialect, and "Schmäh"** (dark humor/sarcasm)  
Understanding the Wiener Dialekt as more than just slang—it's a window into the city's unique dark humor and fatalistic charm.

### **Modern Lifestyle**

- **The Art of Idle Time: Coffee Culture & UNESCO Heritage**  
Why "consuming time" is a protected ritual. Explore the etiquette, furniture, and literature born in the "Extended Living Room."
- **The Green Metropolis: Sustainability as a Legacy**  
How 19th-century planning (the Green Belt) and 20th-century social housing (Red Vienna) paved the way for modern eco-leadership.
- **The Ivory Tower: Navigating the Austrian University Landscape**  
An insider's guide to the University of Vienna (founded 1365) and how the free education system shapes the city's intellectual life today.

### **Cultural excursions include (some with guided tours):**

- The State Opera
- The Central Cemetery
- The Vienna Museum
- Hike in the mountains surrounding Vienna
- Day trip to Salzburg
- Concert in the Vienna Concert House
- The City Hall
- The Waste Processing Plant Spittelau
- The United Nations
- The Austrian Parliament
- Castle Schönbrunn
- Sigmund Freud Museum
- Metro Stations designed by architect Otto Wagner
- The FLAK Towers
- The Business University
- SPEAK OUT – Festival for Sustainability and Innovation

## UNSDGs Endorsement Statement

The German Program in the School of Modern Languages at Georgia Tech wholeheartedly endorses the United Nations' Sustainable Development Goals and understands them to be at the center of our pedagogic and research mission.

