

Our Presentation Project in Cooperation with Siemens

Who are we?

We are the Business-English course and we are 10 students of the 1st and one student of the 3rd term from the Carl-Friedrich-von-Siemens Oberschule.

Together with our teacher Mrs. Dr. Batteux we have three lessons a week but because of a special cooperation



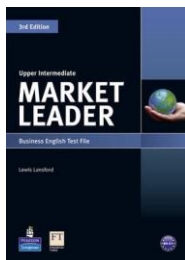
with the Technical Academy of Siemens one lesson which was supposed to be on Tuesday at 7.10am is cancelled for the rest of our term. In our Business-English course we work with a manual called "Market Leader" from David Cotton, David Falvey & Simon Kent.

Instead of writing a normal class test we have a special project with Siemens which includes a group presentation and some further projects with the students, the group presentation counts as a class test.

What did we learn so far?

What is business? In which way do you have to articulate to be a proper business-man/-woman? How can you speak fluently with focusing on the message of your speech? And last but not least, how to improve your vocabulary?

That are many questions, which we are answering in our Business-English course. As this whole course takes place for the first time, several cooperation projects with Siemens have still to be discussed, but we have already learned a lot! Our teacher plans one big cooperation project with Siemens per term.



We started with some exercises, in which we learned to hear and speak properly. Fortunately, we learned many new words out of the business genre, too. Later on, we concentrated a while on speaking about idioms. Otherwise we would be helpless, if we'd ever come to speak to a native speaker.

So, what's the meaning of this? It is all about getting taught to be a good communicator. We all know someone, who would be called a 'good communicator'

from us but what are the points to focus on to be just like him or her?

Those are indeed things easily taught by our teacher in combination with our book. Now, that we'd learned that much, our course worked together with the 'Siemens AG'. This contribution to our course involved a seminar called Business-Studies in which we were told a lot about business itself and new vocabularies plus a group presentation in cooperation with students of Siemens.

Well, this equation equals knowledge. We were forced to work in groups with people we never met before and to hold a whole presentation in English. Again, we improved our language skills.

As a conclusion, it is obvious that our course is about being a good communicator and learning business-vocabularies to be more able to express yourself properly. Neither I nor one of the other students regretted to choose that course.

What did we do at Siemens?



The Business-English class took part in a lecture at the Technical Academy Siemens in one of their classrooms.

First the teacher gave the students and us an overview about the topics for this term and about what business is. She also explained new words like *stock market* or *equity* and gave us examples, which she wrote on the board.

Afterwards we worked in groups with the Siemens students to prepare a presentation about some aspects of Siemens like their history, the Industry Sector, the Healthcare Sector and so on.

We had one week to prepare our presentation and we could choose if we wanted to make a poster or a flipchart or something else.

We met on two Tuesdays with the students of the Technical Academy Siemens, who have different ambitions concerning their future. For example some of them want to become an engineer.

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What did we learn at Siemens?

We learned how to integrate oneself in a new group and how to work in one. Furthermore we improved our presentation skills. We got to know some general information about Siemens (facts and figures). The structure of the company, the company's products, and its future strategies (e.g. "One Siemens") were also mentioned and discussed. The interaction of the four sectors was explained and illustrated. Besides we learned many technical terms in the field of Business-Study.

How did we approach our presentation project?

Firstly, we read the online articles on the company's homepage to gather information about our specific topics. Having an overview about the topic, we split our main topic into subtopics, so that everybody in the group could concentrate on his or her individual part. After that we decided on a poster or a PowerPoint presentation, respectively, and exchanged e-mail addresses to communicate during the week.

At the presentation day we integrated our slides into the final presentation and arranged some last open things concerning the presentation.

Being a student – from our point of view

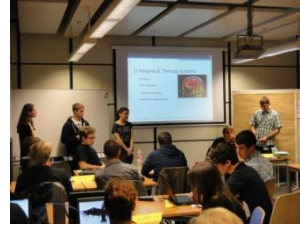
Now we would like to tell you something about the impression we had of being a student.

The first interesting point to mention is that all the students are provided with brand new laptops. This is very good because the students are able to check information on the internet immediately.

A negative aspect about this is that the internet access was very bad (certainly because all of us wanted to read the same webpages at the same time) and of course laptops can also cause distraction. For example we saw some students who checked their facebook-accounts during the lesson.

There is also a beamer and a whiteboard in the classroom which the students or teachers can use for example to present something to the class.

The table arrangement was also quite good, because it resulted in a very active communication within the group.



About the topic you can say that there was very interesting information. For example we learned something about the stock market and how to use energy properly. And of course we got a lot of information about Siemens.

But there was a lot of information at once and unfortunately this confused some of our group members. But there were no repetitions so there was no boredom. We also liked that the teachers were very friendly and that there was a pleasant atmosphere in the whole class.

What did we like/dislike while being at Siemens?

There are a lot of things that we liked about these two days, but there are also a few things that we didn't like at all.

We start with the positive aspects. We really liked the opportunity to get a general overview of the Siemens Company and to get to know many interesting students. Most of them were really helpful, so it was very easy to work with them and to create and organize a presentation about our specific topic.



Now we continue with the things we didn't like. The first point to be mentioned is the level of English: Some students were very fluent, others – the teacher sometimes as well – made mistakes and were struggling with words. But as we discussed with Mrs Batteux and as we know now this is not important, because Siemens follows the company policy "Message before Accuracy". It is normal to make mistakes sometimes and it is only natural for a non-native speaker to ask for words. We were all able to follow the teacher's instructions and to get the main gist of what she said and we appreciate her knowledge about business. Furthermore, some students of our class were not happy about the communication within their groups and a couple of us think that we didn't get enough time for preparing this project.

Nevertheless we enjoyed these two days and although the lessons were quite long and there was just a little break, we can recommend such an experience to the coming generation.

Siemens is a German multinational engineering and electronics conglomerate company headquartered in Munich, Germany. It is the largest Europe-based electronics and electrical engineering company. Siemens' principal activities are in the fields of industry, energy, transportation and healthcare. It is organized into 4 main divisions: Industry, Energy, Healthcare and Infrastructure & Cities. Siemens and its subsidiaries employ approximately 360,000 people across nearly 190 countries and reported global revenue of approx 73.5 billion € for the year of 2011.

History of Siemens AG

Werner von Siemens and Johann Georg Halske found Siemens in 1847. Siemens has developed to a worldwide company because of the discovery of the dynamo-electric principle and the cooperation of Siemens & Halske and Schuckert & Co.

At the end of World War II, most of the buildings and plant facilities were completely in ruins. All material assets worldwide were confiscated and all trademark patent rights were rescinded. In order to safeguard the electrical company's ability to act and its chances for survival after the end of the war, parts of the corporate management were relocated to Munich, Mühlheim/Ruhr and Hof in February 1945.

With a view to technological progress and structural change in the global electricity market, Siemens & Halske, Siemens-Schuckertwerke and Siemens-Reiniger-Werke are joined together legally and organizationally. Siemens AG was established on October 1, 1966. This creates the basis for a successful repositioning of the expanding electrical concern.

The Industry Sector

Did you know that the Siemens Industry Sector is the biggest of Siemens' Sectors? Furthermore, approximately 204000 people are employed only there. These people work for Siemens in 130 countries all over the world. They generate revenue of about 35 billion €!

Their work is a constant progress, in which they optimize and modernize their products or services. The Industry-Sector always pursues something new and never stops inventing because if it'd it wouldn't be able to compete with other companies anymore.

The Energy Sector

The CEO of the Energy Sector is Michael Süß (47) who is also a very important member of the executive board of Siemens AG.

The Energy Sector of Siemens employs over 82000 people all over the world and generated revenue of 24.9 billion € in fiscal 2011 (3.9 billion € profit). This sector mainly focuses on fossil power generation, oil and gas, power transmission and renewable energies such as wind, hydro and water power.

In the future the main focus will be on the development of new energy transmission systems (smart grids) which distribute energy more efficiently. Furthermore, the Energy Sector is working with the Infrastructure and Cities sector in order to offer more products which are energy saving.

The Global Company: Siemens AG

The Healthcare Sector

Siemens Healthcare is a supplier to the healthcare industry, and is headquartered in Erlangen, Germany. Globally it has 49.000 employees in 120 countries, 6800 of them are employed in Germany and the Med reached a revenue of 9.9 billion €.

The President and CEO (Chief Executive Officer) of Siemens Healthcare USA, is Hermann Requardt. The company dates its early beginnings 1847 to a small family business in Erlangen, co-founded by Ernst Werner von Siemens. They often changed the name of the sector. So in 1969 the name was "Siemens Unternehmensbereich Medizintechnik - UB Med". The name "Siemens Medical Solutions" was adopted in 2001. The change of the name to "Siemens Healthcare" is a part of a re-organization in 2008.

The Healthcare Sector has got three divisions: Imaging & Therapy Systems, Clinical Products and Diagnostics.

The Infrastructure and Cities Sector

Did you know that Siemens offers sustainable technologies in regional conurbations through the Infrastructure and Cities sector? This sector is divided in five divisions called "rail systems", "mobility and logistics", "smart grid", "low and medium voltage" and "building technology". The products of this sector help saving the environment by reducing the CO² emissions worldwide. The sector achieved revenue of 16.9 billion Euros in 2011. It has more than 90.000 employees.