**BETTINA F. COTHRAN, Ph.D**

**Professor of German**

**School of Modern Languages**

**Georgia Institute of Technology**

February 2016

**I. EARNED DEGREES**

Ph.D. 1986 University of Wuppertal, Germany German Literature

M.A. 1976 University of South Carolina German Literature

B.A. 1973 Furman University, South Carolina German Literature

**II. EMPLOYMENT**

Professor, School of Modern Languages 2007 - present

German Georgia Institute of Technology

Associate Chair School of Modern Languages 2011 - present

Georgia Institute of Technology

Associate Professor, School of Modern Languages 1993 - 2007

German Georgia Institute of Technology

Director School of Modern Languages 1991 - present

LBAT (German) summer Georgia Institute of Technology

immersion program

Assistant Professor, Department of Modern Languages 1991 - 1993

German Georgia Institute of Technology

Assistant Professor, Department of Foreign Languages 1985 - 1990

German Georgia State University

Director, Applied Department of Foreign Languages 1985 - 1989

Language Programs Georgia State University

Instructor Georgia State University 1980 - 1984

Part-time Instructor Georgia State University 1979-80

Corporate Comptroller Käda Kitchens, Inc. 1976-77

Instructor Emory University (evening classes) 1976-77

Grad. Teaching/ Research Department of Comparative Literature, 1973-76

Assistant Department of Foreign Languages,

University of South Carolina

## III. TEACHING

**COURSES TAUGHT** *Number of students* Fall 2015

GRMN 4065 The European Union 12

GRMN 2002 Intermediate German 8

GRMN 4695 German Internship 1

Summer 2015

GRMN 3695 German for Business & Technolgy 26

GRMN 3696 German for Business & Technology 26   
 GRMN 4693 German for Business & Technology 22

Spring 2015

GRMN 3024 Conversation & Composition 21

GRMN 4695 German Internship 2

Fall 2014

GRMN 4012 German Identity 14

GRMN 4500 Capstone Seminar 2

GRMN 4695 German Internship 1

Summer 2014 GRMN 3695 German for Business & Technology 26

GRMN 3696 German for Business & Technology 26  
 GRMN 4693 German for Business & Technology 24

GRMN 4010 Perspectives of German Media 1

Spring 2014

GRMN 4695 German Internship Abroad 1

GRMN 4901 Immigration and Identity: Iranians in Germany 1

Fall 2013

GRMN 4065 The European Union 11

GRMN 4500 Capstone Seminar 2

GRMN 2002 Intermediate German 13

Summer 2013

GRMN 3695 German for Business & Technolgy 25

GRMN 3696 German for Business & Technology 25

GRMN 4693 German for Business & Technology 15

Spring 2013

GRMN 4694 200 Years of German Technology & Society 19

GRMN 2002 Intermediate German 14

Fall 2012

GRMN 3055 German Fairy Tales & Comics: Not

Just Kid’s Stuff 19

GRMN 2002 Intermediate German 8

GRMN 4500 Capstone Seminar 5

Summer 2012

GRMN 3695 German for Business & Technolgy 24

GRMN 3696 German for Business & Technology 24

GRMN 4693 German for Business & Technology 19

Spring 2012

GRMN 4813 Berlin: the Making of a Metropolis 13

GRMN 4500 Capstone Seminar 2

Fall 2011 - no courses taught -

Summer 2011

GRMN 3695 German for Business & Technolgy 25

GRMN 3696 German for Business & Technology 25

GRMN 3697 German for Business & Technology 25

GRMN 4693 German for Business & Technology 17

Spring 2011

GRMN 2002 Intro- Mod German Culture II 7

GRMN 3024 Conversation & Composition 14

GRMN 4061 Advanced Business German 19

Fall 2010

GRMN 2002 Intro- Mod German Culture II 17

GRMN 4500 Capstone Course: Sustainable Development 8

Summer 2010

GRMN 3695 German for Business & Technology 27

GRMN 3696 German for Business & Technology 27

GRMN 3697 German for Business & Technology 27

GRMN 4693 German for Business & Technology 15

Spring 2010

GRMN 2002 Intro- Mod German Culture II 22

GRMN 4065 European Union 22

Fall 2009

GRMN 4813 200 Years of German Technology, 10

Economy and Social Change

Summer 2009

GRMN 3695 German for Business & Technolgy 26

GRMN 3696 German for Business & Technology 26

GRMN 3697 German for Business & Technology 26

GRMN 3813 Special Topics 15

Spring 2009

GRMN 2002 Intro- Mod German Culture II 18

GRMN 3071 Business German I 19

Fall 2008

GRMN 2001 Intro- Mod German Culture I 22

GRMN 4012 German Identity 19

Summer 2008

GRMN 3695 German for Business & Technology 27

GRMN 3696 German for Business & Technology 27

GRMN 3697 German for Business & Technology 27

GRMN 3813 Special Topics 10

Spring 2008

GRMN 2002 Intro- Mod German Culture I 14

GRMN 4065 European Union 14

(team-taught w/ INTA

Fall 2007

GRMN 2001 Intro- Mod German Culture I 20

GRMN 4061 Adv. Business German 13 GRMN 4813 Special Topics 2

Summer 2007

GRMN 3695 German for Business & Technology 17

GRMN 3696 German for Business & Technology 17

GRMN 3697 German for Business & Technology 17

GRMN 3813 Special Topics 2

Spring 2007

GRMN 3813 German Identity 25

GRMN 2002 Intro- Mod German Culture II 18

## B. OTHER TEACHING ACTIVITIES

## 1. Curriculum Development at Georgia Tech, new courses

## a. Spring 2012: GRMN 4813: “Berlin: the Making of a Metropolis”

## b. Summer/Fall 2008: GRMN 4694 “From the Industrial Revolution to Globalization: the History of German Technological, Economic and Social Development”

## c. Spring 2007: German 4500. Capstone Course for IAML/GEML majors; new seminar “German Identity”

## d. Fall 1997 – 2004: Five new LAC seminars team-taught in German with the School of International Affairs

German was the first language to develop and teach courses in this format. They were instrumental in securing a Title VI grant for the Department of Modern Languages.

1997 GRMN 4901 “German Politics and Economics after 1945”

1999, GRMN 4902 “The European Union: Past, Present and Future”

2001, GRMN 3801 “From the Bonn to the Berlin Republic”

2002, GRMN 3802 “Defining Trends and People in Post-War Germany”

2004, GRMN 4813 “The European Union 2004: Trends and Challenges”

**e.** **Program Development LBAT**

**Major revisions and changes in 2012:** creating new course, GRMN 3813, for 2.5 week program in Berlin

**Major changes in 2008: addition of 2 week optional program in Düsseldorf,** GRMN 4693

Developed intensive summer program concept and structure for courses *Languages in Business and Technology (LBAT);* implemented theGerman track.

Development of the seminar abroad model included selecting foreign partners and obtaining funding. Over the years, various partner universities participated, including the Friedrich-Schiller-Universität of Jena, and the Heinrich-Heine-Universität of Düsseldorf. Since 2000 the partners are the Bauhaus-Universität of Weimar, and the Technische Universität München. Arranged for multiple company visits, including presentations and discussions with members of management. Also secured various paid internship positions for students, as well as LBAT scholarships from German sources.

**Major revisions and changes in 1999** GRMN 3695,GRMN 3696, GRMN 3697

**“Languages for Business and Technology**” **1991** GER 3691, GER 3692, GER 3693, GER 3694

**f. 1991 - 1993: Advanced Business German: GER 4061, GER 4062, GER 4063**

This sequence of applied courses helps prepare students for the International Business German Examinations.

**g. 1993 - 1995: “Advanced Conversation, Advanced Composition, Advanced Stylistics”**

**GER 3061, GER 3062, GER 3063**

This sequence at the third year level was developed to offer language training to Advanced German students.

**h. 1991 - present : “Selected Readings in German Literature” GER 4023**

Developed and taught seminars with varying content. Examples include:

“Berlin” offered in 1991;

“Bertolt Brecht” in 1998 on the occasion of his 100th birthday;

“The Spirit of Weimar,” taught in conjunction with activities and publications marking 50

years of the German Federal Republic, 10 years of a united Germany, and the 250th birth

anniversary of Johann Wolfgang von Goethe.

“Volksbücher, Sagen und Märchen” in 2002.

“Was ist Deutsch? Gedanken und Texte zur Identitätsfrage” Spring 2007.

**IV. SCHOLARLY ACCOMPLISHMENTS**

**A. Published Books and Parts of Books**

**A1. Books**

Galloway, Vicki and Bettina Cothran, eds. *Language and Culture Out of Bounds: Discipline-Blurred Perspectives on the Foreign Language Classroom.* Boston: Heinle Thomson, 2006. 265 pp. Galloway 60%; Cothran 40%

Cothran, Bettina F. and Anne-Katrin Gramberg, eds. *The Global Connection: Issues in Business German.* Waldsteinberg: Heidrun Popp Verlag, 2002. 201 pp. Cothran 80%; Gramberg 20%

Cothran, Bettina F. ed. *Handbook for German in Business and Technology*. Cherry Hill:

American Association of Teachers of German, 1994. 167 pp.

Cothran, Bettina F. and Hartmut Karottki. *Vier Plus. Übungen für Prüfung Wirtschaftsdeutsch International (*book and video*).* Munich: Goethe Institut, 1994. 153 pp. Cothran 70%; Karottki 30%

**A2. Refereed Book Chapters**

Cothran, Bettina F., “Integratives Lernen in Deutsch als Fremd- und Zweitsprache am Georgia Institute of Technology. Intensivseminar in Weimar: Die Stadt als Lernumfeld.” Ed. Kim Haataja and Rainer Wicke. *Sprache und Fach –* *Integriertes Lernen in der Zielsprache Deutsch.*  München, Hueber Verlag, 2015*.* 193 – 203.

Cothran, Bettina F., Germanistische Studiengänge im globalen Kontext: Programme und Perspektiven in den USA.“ Ed. Annegret Middeke. *Entwicklungstendenzen*  *germanistischer Studiengänge im Ausland*. Materialien Deutsch als Fremdsprache 84.Göttingen: Universitätsverlag Göttingen, 2010. 57-76.

Cothran, Bettina F. “Germany Today: A View Through the Lens of Sustainable Development.” Eds. Vicki Galloway and Bettina Cothran *Language and Culture Out of Bounds: Discipline-Blurred Perspectives on the Foreign Language Classroom*. Boston: Heinle Thomson, 2006. 87-107.

Cothran, Bettina. “Issues in Business German: Content, Process and the Role of Technology.” Eds. Bettina Cothran and Anne-Katrin Gramberg. *The Global Connection: Issues in Business German*. Waldsteinberg: Heidrun Popp Verlag, 2002. 9-18.

Cothran, Bettina. “Wirtschaftsdeutsch in den USA: Vom Experiment zum etablierten Programm.”Eds. D. Hartmann and N. O’Mahony.*Wirtschaftsdeutsch, Dimensionen*.. München: iudicium Verlag, 2002. 34-42.

Cothran, Bettina. “Innovative Materials in Business German – the World Wide Web.” Ed. Volker Langeheine. *Deutsch in der beruflichen Kommunikation: Grundlagen, Unterrichtspraxis, Materialien.* Göttingen: Cuvillier Verlag, 2001. 100-07. First published in *Berufsdeutsch*. Ed. Volker Langeheine. Pine Hills Press, 1999. 99-105.

Cothran, Bettina F. “Herwegh.” Ed. James Hardin *Dictionary of Literary Biography: Nineteenth Century German Writers..* Detroit: Bruccoli, Clark and Gale, 1993. 156-66.

Cothran, Bettina F. "The Reception of German Literature in South Carolina, 1795-1861."

Ed. Wolfgang Elfe. *The Fortunes of German Writers in America*. Columbia, SC: University of South Carolina Press, 1992. 1-25.

Cothran, Bettina F. “Ludwig Hölty.” Ed. James Hardin and Christopher Schweitzer. *Dictionary of Literary Biography: German Writersin the Age of Goethe*. Detroit: Bruccoli, Clark and Gale, 1990. 72-79.

Cothran, Bettina F. "Business German at Georgia State University: A Model Program.

Ed. Christiane Keck. *Handbook on Business German*. Cherry Hill: American

Association of Teachers of German, 1990. 147-49.

Cothran, Bettina F. "Listening Comprehension and Oral Communication in Courses of Business German." Ed. Christiane Keck. *Handbook on Business German.*. Cherry Hill:

American Association of Teachers of German, 1990. 69-77.

Cothran, Bettina F. "Leo Perutz.” Ed. James Hardin and Donald Daviau. *Dictionary of Literary Biography: Austrian Fiction Writers, 1875-1913*. Detroit: Bruccoli Clark and

Gale, 1989. 232-43.

Cothran, Bettina F. "Ludwig Fels.” Ed. Wolfgang Elfe and James Hardin. *Dictionary of Literary Biography: Contemporary German Fiction Writer.* Detroit: Bruccoli Clark and Gale, 1988. 59-64.

### B. Refereed Publications

**B1. Refereed Journal Publications**

Cothran, Bettina F. “Applied Languages at Universities Across the United States: the Current State and Emerging Trends.” *Acta Linguistica.*7 (2009)*.* Banska Bystrica: University Matej Bela, 75–82.

Cothran, Bettina and Anne- Katrin Gramberg. “Business German - the Next Step.” *Unterrichtspraxis* 2 (2000): 148-71. Cothran 80%; Gramberg 20%

Cothran, Bettina and Katja Weber. "Das Neue Europa/The New Europe: A Cross- Disciplinary, Multi-Media Based Course.” *Journal of Language for International Business*

11.2 (2000): 1-9. Cothran 60%; Weber 40%

Hallerberg, Mark and Bettina Cothran. “German Politics *auf Deutsch*: Teaching Comparative Politics in a Language Across the Curriculum Format.” *Political Science and Politics* 32 (1999): 739-42. Hallerberg 50%; Cothran50%

Cothran, Bettina F. “Wirtschaftsdeutsch in den USA - Ein Überblick.” *Wirtschaftsdeutsch*

*International* 1 (1999): 96-102.

Cothran, Bettina F. “Goethe in South Carolina.” *South Atlantic Review* 59 (1994): 87-96.

Cothran, Bettina F. and Erika Broschek. "The New Prüfung Wirtschaftsdeutsch International: A Key to Success for Students and Professionals." *Monatshefte* 83 (1991): 265-75.

Cothran, Bettina F. “Der Einbruch der E.T.A. Hoffmann'schen Welt in den Werken von Leo Perutz." *Mitteilungen der E.T.A. Hoffmann Gesellschaft*  36 (1990): 36-47.

**B2. Other Refereed Publications**

Cothran, Bettina. “The European Union,” a teaching unit in 12 parts *Wirtschaftsdeutsch Business German.* NY: The Goethe Institut, 1999. Revised 2004: <www.woodatwork.net>.

Cothran, Bettina F. "Meeting the Needs of the Market : The Practical Approach of

Georgia State University's Translation and Interpretation Program." *Silver Tongues*,

*Proceedings of 28th Annual Conference of the American Translators Association.* Ed. Nancy

Schweda-Nicholson. Norwood, N.J.: Ablex Publishing Corporation, 1987. 351-57.

Cothran, Bettina F. "Foreign Language Use in International Trade and Commerce Trends in the Southeastern United States. Part II: The Universities' Response." *Language in the International Perspective*. Ed. Nancy Schweda Nicholson. Norwood, NJ: Ablex Publishing Corporation, 1986. 241-52.

## C. Other Publications

1. Book Reviews

Cothran, Bettina F. Rev. of *Deutsche Handelskorrespondenz. Der Briefwechsel in Export und Import*, by Rudolf Sachs. Ismaning: Max Hueber, 1991.” *Die* *Unterrichtspraxis* 1(1992): 100-01.

2. Published Report

Cothran, Bettina F. and Erika Broschek. “*Kursstrukturen*. Programs of Business German at Selected Universities in the United States.“ NY: Goethe Institute,1994. Cothran 50%; Broschek 50%

3. Published Papers (non-refereed)

Cothran, Bettina F. “Business German in Theory and Practice: The Program at Georgia State University.” *Proceedings* *of the Clemson Conference on Language and International Trade.* S. Carl King and Sixto E. Torres, eds. Clemson, S.C. (1989) 15-22.

Cothran, Bettina F. "Ein Programm in Business German: Struktur und Kursinhalte."

*Wirtschaftsdeutsch .Proceedings of the Conference of the American Association of University Supervisors and Coordinators.* Columbus, OH, 1986. 23-5.

4. Teaching Materials

Cothran, Bettina F. et al. *Materialien für den Deutschunterricht: Jahresabschluß.* NY: Goethe Institut, 1987.

Cothran Bettina F. et al. *Materialien für den Deutschunterricht: Das Europäische*

*Währungssystem.* NY*:* Goethe Institut, 1985.

### Presentations

1. **Keynote Addresses and Invited Presentations**

“New Perspectives on the Business Language Curriculum,” International Business and Foreign Language Conference, University of Memphis, February 18, 2011.

“Neue Perspektiven durch Angewandte Sprachen im Deutsch- Curriculum”, keynote address at the workshop conducted at the University of North Carolina at Raleigh September 19, 2010.

“Educating With a Global Perspective: The Business Language Curriculum,” International Business and Foreign Language Conference, University of Memphis, February 22, 2010.

“Educating With a Global Perspective: Business Language Classes,” International Business and Foreign Language Conference, University of Memphis, February 21, 2009.

Cothran, B.F.: “Aufschwung durch Praktika,”, Workshop organized by the Goethe Institut Chicago and the College of Charleston, September 17-20, 2009.

“Educating With a Global Perspective: Business Language Classes,” International Business and Foreign Language Conference, University of Memphis, February 22, 2008.

“Structuring Curricula for Business Languages,” University of Puna, India. March 24, 2008.

“Stand und Tendenzen in Angewandten Sprachen in den USA.“ Wirtschaftswissenschaftliche Fakultät der Universität Matej Bel, Banská Bystrica Slovakia, June 6-8, 2007.

“What is a Business Language Class?” International Business and Foreign Language Conference, Memphis, February, 23, 2007.

“What is a Business Language Class?” International Business and Foreign Language Conference, Memphis, February, 24, 2006.

"Preparing for Today's Pluricultural Society: Perspectives and Practices," Southeast Coastal Conference on Languages and Literatures, Georgia Southern University, April 1, 2005.

“What is a Business Language Class?” International Business and Foreign Language Conference, Memphis, February 18, 2005.

“The Business Language Class in 2004,” International Business and Foreign Language Conference, Memphis, February 20, 2004.

“New Trends in Business German,” 2003 International Business and Foreign Language Conference, Memphis, February 21, 2003.

“International Business and Foreign Languages, ”Goethe Institut Chicago, December 6, 2002.

“German for the Professions: German Language Professional Examinations,”

Conference at the College of Charleston “Doing Business with Germany,” September 13, 2002.

“What is a Business Language Class?” 2001 International Business and Foreign Language Conference, Memphis, February 16, 2001.

“New Developments in Teaching Business German,” 2000 International Business and Foreign Language Conference, Memphis. February 18, 2000.

“What is a Business Language Class? - New Developments.” 1999 International Business and Foreign Language Conference, Memphis, February 26, 1999.

“What is a Business Language Class?” 1998 International Business and Foreign Language

Conference, Memphis, February 13, 1998.

“Internationalizing the Curriculum: Cooperation of Business School and Foreign Language Department,” University of Arkansas, Fayetteville, October 30, 1997.

“A Program of Business German: Structure and Content” University of Illinois, Urbana- Champaign, August 16, 1997.

“To What End Do We Study Business Languages?” 1997 International Business and Foreign Language Conference, Memphis, February 28, 1997.

“Was heißt und zu welchem Ende studieren wir Wirtschaftsdeutsch?”International Business and Foreign Languages Conference, University of Michigan, Ann Arbor, February 1, 1997.

“Die neue Prüfung Zertifikat Deutsch für den Beruf und die Prüfung Wirtschaftsdeutsch International: ein Vergleich,” Goethe Institut, Chicago, May 5, 1996.

“The Role of Culture in International Business,” Morris Brown Conference on Internationalizing

the Curriculum, April 10, 1996.

“A Business Language Class: Theory and Practice,” International Business and Foreign Language Conference, Memphis, February 23, 1996.

“Die Prüfung Wirtschaftsdeutsch International,” University of Texas, Austin, April 8, 1995.

“The Role of Language and Culture in International Business,” International Business and Foreign Language Conference, Memphis, February 21, 1995.

“The Globalization of the Curriculum,” Rollins College, Winter Park, Florida, October 7, 1994.

“The Use of Foreign Languages in Business: Example German,” The German-American Culture and Business Society, Orlando, Florida, October 6, 1994.

“Issues in Contemporary Germany,” Social Studies Convention organized by the Georgia Department of Education, Atlanta, Georgia August 9, 1994.

“A Cultural Studies Program for Westminster College: Foreign Languages and International Studies,” Westminster College, New Wilmington, Pennsylvania, June 22, 1994.

“Prognosen für das Fach Wirtschaftsdeutsch, ” Goethe Institut, Vancouver, Canada, June 11, 1994.

“Languages for Special Purposes: The Need for Foreign Language Competency in a Global Economy,” Chapman University, Orange, California, February 11. 1994.

“A Business German Curriculum at the University of Virginia,” University of Virginia, Charlottesville, February 27, 1993.

“Applied Languages: The Case of Business German,” University of Wisconsin at River Falls, November 27, 1992.

.” Business German: Not the Dry Fare You Think It Is,” University of North Carolina at Chapel Hill, November 8-9, 1992.

**2. Conference Presentations with Proceedings**

Cothran, B. F. and Thomas, Roderick. “QUILL - The Easy-Use Authoring System for Interactive Video.” *Proceedings of the 1994 CALICO Conference*, March 1994.

**3. Conference Presentations**

“The Linguistic and Cultural Preparation Globally-Competent Engineers Really Need.” 18th Annual Colloquium On International Engineering Education. University of Rhode Island/ DAAD. New York: November 5-6, 2015.

“Wirtschaftsdeutsch im Raum Atlanta/ Südosten der USA: Fachsprachenprogramme als Vorbereitung US-amerikanischer Studenten auf den Kommunikativen Handlungsbedarf bei deutschen Firmen.” XIII. Kongress der Internationalen Vereinigung für Germanistik. Tongji University: Shanghai, China, August 23 – 30, 2015.

“Creating a Career Path Vision; Model Programs in Modern Languages at Georgia Tech,” 17th

Annual Colloquium on engineering Education: New Frontiers. The University of Rhode Island, November 6-8, 2014.

“Providing A Career Path Vision: Programs for Business & Technology at Georgia Tech.” The 16th CIBER Business Language Conference “Embracing a New Era for Business, Language and Culture. Brigham Young University, Utah, April 24 – 26, 2014.

“Expanding the Global Footprint: German at Georgia Tech,” University of Jena/ Germany,

March 8th, 2013.

“Culture Undisciplined.” Northeast Conference on the Teaching of Foreign Languages. NY, March 31- April 3, 2005. (Co-presenter with Vicki Galloway)

“Culture through Advertisements.” Iowa State University, Sept. 18, 2004.

“Teaching Across the Curriculum: The European Union,” American Council on the Teaching of Foreign Languages (ACTFL), Chicago, IL, November 19-21, 2004. (Co-presenter with Vicki Galloway)

“The Cultures We Consume: Cultural Perspectives through Advertising,” ACTFL, Chicago, IL. November 19-21, 2004. (Co-presenter with Vicki Galloway)

“Teaching Culture Through Marketing,” South Atlantic Modern Language Association (SAMLA) Conference, Atlanta, GA, November 14-16, 2003. (Co-presenter with Vicki Galloway and Lionel Lemarchand)

“The Cultures We Consume: Exploring Cultural Perspectives through Advertising,” Centers for International Business Education and Research (CIBER) Conference “International Business, Languages & Technology: New Strategies, New Times: Florida International University, Miami, FL, April 2-5, 2003. (Co-presenter with Vicki Galloway and Lionel Lemarchand)

“Student Comfort, Conflict and Acculturation in Germany and Mexico,” Southern Conference on Language Teaching (SCOLT), February 27- March 1, 2003. (Co-presenter with Vicki Galloway)

“Best Practices in Study Abroad: The LBAT Germany,” Eighth Annual System Study Abroad Conference, Athens, GA, November 12, 2002.

“Evaluation of Business German Texts,” Dozentenfortbildung Heinrich-Heine Universität, Düsseldorf, Germany, July 2002.

“Business German and the Internet,” The SDSU- EMU Conference for Language, Communication, & Global Management, San Diego State University, March 28-30, 2001.

“Teaching the European Union in an Interdisciplinary Format,” The Eastern Michigan University (EMU) Conference for Language, Communication, & Global Management, San Diego State University, March 28-30, 2001.

“Neue Materialien und Pruefungen im Bereich Wirtschaftsdeutsch,“ Top-Training, Heinrich-Heine Universität Düsseldorf, Germany, July 23, 2000.

“Business German On-Line,” the Thunderbird-EMU 2000 Conference on Language, Communication, & Global Management, Scottsdale, Arizona, April 5-8, 2000.

“Technology in Teaching Business German.” ACTFL/AATG annual conference, Dallas, Texas, November 18-23, 1999.

“Using the World Wide Web in German Courses,” SAMLA, Atlanta, November 4-6, 1999.

Commentator for session on “Technology in German Studies: From Theory to Practice,” German Studies Association, Atlanta, October 7-10, 1999.

“Teaching German Across the Curriculum: German and International Affairs,” ACTFL/AATG annual conference, Chicago, November 17-22, 1998.

Intercultural Relationships as Reflected in the Most Recent Textbooks for Business German, The annual ACTFL/ AATG conference, Atlanta, November 18, 1994.

“QUILL - The User-friendly Software for Use with Interactive Video,” ACTFL/ AATG, San Antonio, November 21, 1993.

“A Business German Curriculum; Accreditation of PWD Test Center,” workshop, annual ACTFL/ AATG conference, San Antonio, November 25, 1993.

“QUILL,” Interactive Video Seminar, Southern Illinois State, Cabondale, Illinois, October , 1993.

“Die *Prüfung Wirtschaftsdeutsch International (PWI)*  in den USA als Richtschnur für Programmentwicklung,” Leipzig, Germany, August 7, 1993.

“German Across the Curriculum,” workshop presenter, St. Olaf College, Northfield, June 14-19, 1993.

"Interactive Video in Business German," The X. Annual Conference of Languages and Cultures for Business and the Professions, Eastern Michigan University, April 4, 1993.

Cothran, Bettina F., “Training Examiners of the International Business

German Certificate,” Goethe House, New York, January15-17, 1993. (Co-presenter with Erika Broschek)

"Concerns of the Profession 'Business German: Recent Developments,” The annual ACTFL/AATG conference, Washington, D.C., November 23, 1991.

"The New International Certificate Business German International: A Key to Success for Students of German and International Business." Conference for Languages and Communication for World Business and the Professions, Eastern Michigan University, Ann Arbor, April 7, 1991.

"The Prüfung Wirtschaftsdeutsch International- International Diploma of Business German.” The ACTFL/AATG annual conference, Nashville, TN, November 19-23, 1990.

"The Reception of German Literature in Charleston, SC from 1795-1861,” The International Conference on "The Fame of German, Austrian and Swiss Writers in North America," University of South Carolina, Columbia, SC., April 5-7, 1990.

"Understanding Business: A Two-Week Seminar in Germany as a Correlative to the Classroom Instruction," Conference for Languages and Communication for World Business and the Professions, Eastern Michigan University, Ann Arbor, April 1, 1989.

"Business Languages in Theory and Practice. The Program at Georgia State University." Clemson Conference on Language and International Trade, Clemson University, SC. March 10, 1989.

"Continuing the Romantic Tradition: the Outsider in Ludwig Fels' Novels," International Conference on the Outsider in Literature and the Visual Arts, Atlanta. October 28, 1988.

"Das Diplom Wirtschaftsdeutsch: Hörverständnis und mündliche Textproduktion. Unterrichtsmaterialien und Methoden in Deutschkursen für die Fachsprache Wirtschaft." The ACTFL/ AATG annual conference, Atlanta, November 20, 1987.

"Meeting the Needs of the Market: The Practical Approach of the Georgia State University's Translation and Interpretation Program," The 28th Annual Conference of the American Translators Association. Albuquerque, October 11, 1987.

"Languages for Business Means Business for Languages," The Annual Conference for Languages and Communication for World Business and the Professions, Eastern Michigan University, Ann Arbor, May 9, 1987.

"Foreign Languages for Business: A New Dimension in the FL Curriculum,” The American Association for University Supervisors and Coordinators Conference on International Business and Higher Education: Imperatives for Collaboration. Atlanta, April, 1987.

"Business German Courses and the Newly Developed Diplom Wirtschaftsdeutsch.” The AAUSC Conference, Ohio State University, Columbus, November 1, 1985.

"Business German Competency Development and Testing," Fourth Annual Conference on Languages for Business and the Professions, Eastern Michigan University, Ann Arbor, May 4, 1985.

**4. Workshops Conducted**

“Cultural Centers Educating the GDR Workforce: Kulturhäuser der DDR.” Film Screening and Discussion. Invited Guests: Peter Goedel and Helga Storck, film directors.

In co-operation with the Goethe Institut of Atlanta. March 31st, and April 3rd, 2014.

“Business German: A Tool Kit.” University of North Carolina at Chapel Hill, September 17 – 19, 2010

“Business German: The State of the Art,” a workshop including training for the international Business German Examination *ZDfB,*  a Goethe Institut examination given world-wide. The University of Kansas, Lawrence, Kansas, November 3-6, 2005.

“The State of Business German,” co-organized by the Goethe Institut Chicago and the Department of Germanic Studies at the University of Texas at Austin, Austin, Texas, November 5-7, 2004.

Professional Development Workshop “German For the Professions,” under the auspices of CIBER centers and the Goethe Institut/ Inter Nationes, Georgia Tech, Atlanta, May 19-27, 2003.

“Business German in Theory and Practice; Accreditation Training for Test Centers of Business German Examinations,” annual workshop at the Key-Center for Business German in the Southeastern United States, Georgia Tech, Atlanta, September/ October, 1991, 1992, 1993, 1994, 1995, 1996, 1997,1998

“Accreditation Training for the International Business German Examinations” at the annual AATG conference, 1991, 1992, 1993, 1994, 1995, 1996, 1997,1998,1999,2000, 2001.

“The Latest Developments in Teaching Business German: Materials, Methods, Examinations.” The International Business and Foreign Language Conference, Memphis, 1995- 2011.

“Establishing a Business German Program: Materials, Methods and Curriculum Development,” 17th Annual EMU Conference, Language & Communication for World Business and the Professions, March 11-14, 1999, San Diego State University, Ca.

“Technology in German Studies – the Use of the Internet,” in conjunction with the Goethe Institut Atlanta, June 10-12, 1999.

“New Issues in Business German,” workshop, annual ACTFL/ AATG conference, Chicago, November 1998.

“Technology in the German Classroom” in conjunction with the Goethe Institut Atlanta, June 5-7, 1998.

and “Putting Together a Business German Curriculum, Including the Business German Examinations,” workshop, annual ACTFL/AATG conference, Nashville, November 24,1997. (Co-presenter with Irene Spiegelman)

“A Business German Curriculum, Including the Business German Examinations,” workshop, annual ACTFL/AATG conference, Philadelphia, November 25, 1996. (Co-presenter with Irene Spiegelman)

”Internet Seminar,” workshop in conjunction with the Goethe Institut and the AATG Georgia, Georgia Tech, Atlanta, April 27, 1996. (Co-presenter with Adam Arrowood)

”E-mail Seminar,” workshop in conjunction with the Goethe Institut and the AATG Georgia, Georgia Tech, Atlanta, April 23, 1995. (Co-presenter with Adam Arrowood)

“The Business of Culture: Integrating Language and Culture through the Business Context,” workshop, annual ACTFL/AATG conference, Atlanta, November 17, 1994. (Co-presenter with Vicki Galloway and Isabelle Kaplan),

“Authoring Interactive Video Activities on the Macintosh,” workshop, annual ACTFL/ AATG conference, Atlanta, November 20, 1994. (Co-presenter with Catherine Marin and Frederic Castellan)

“Business German: Kursstrukturen und Inhalte,” workshop/

conference at Chapman University, Orange, February 13, 1994.

“Interactive Video Workshop for participants from the USA and Canada,” co-sponsored and fully funded by a grant from the Goethe House N.Y., Georgia Tech, October 2-4, 1992.

“German Across the Curriculum;” workshop with national participation, Georgia Tech, May 15-16, 1992.

Workshop for translators/interpreters with emphasis on business topics. Georgia State University, February 28, 1989.

Workshop for translators/interpreters with emphasis on legal terminology. Georgia State University, February 18, 1987.

## V. SERVICE

1. **Professional Contributions**

1. Membership in Professional Associations

* Member, American Council on the Teaching of Foreign Languages (ACTFL), 1985-present.
* Member, American Association of Teachers of German (AATG), 1985-present.
* Member, German Studies Association, 1999.
* Member, American Translator's Association (ATA) 1985-1990.
* Member, South Atlantic Modern Language Association (SAMLA) 1985- 2000.
* Member, Heinrich Heine Gesellschaft, Düsseldorf, Germany, 1985-present.
* Member, E.T.A. Hoffmann Gesellschaft, Bamberg, Germany, 1985-1993.
* Member, Internationaler Deutschlehrerverband, 1996-2000.

2. Activities in Professional Associations

* Member, SAMLA Program Committee, 2001- 2005.
* Chair, AATG Nominating Committee for President, 2000-2001.
* Founding Member, National Standing Committee of the AATG on German for Business and Technology, 1981 – present.
* Founding Member, National Standing Committee of the AATG on German Across the Curriculum, 1992 - present.
* ACTFL, member, Cudecki Award Committee, 1992; 1997.
* AATG Georgia; member since 1980; elected vice president 1992; elected president 1993- 1995.
* SAMLA, elected chair of the AATG Breakfast meeting in 1994.
* Member, Board of Examiners of Diploma of Business German (PWI).
* Member of Consortium, Cooperative Education Exchange Programs Abroad, Eastern Michigan University.
* Director, Key-Center for Business German for the Southeastern US (since 1989).
* Member of the AATG Professional Development Directory of Consultants (since 1990).
* Organized lecture tours of German professors, in cooperation with the Goethe Institut: Professor Heinz Rölleke (expert on Grimm's Fairy Tales), Bergische Universität Wuppertal, 1986; Professor Joseph Kruse (expert on Heine and Director of the Heinrich- Heine Institut, Düsseldorf), University of Düsseldorf, 1990; Professor Hans-Harald Müller  
   (expert on exile literature), University of Hamburg, 1991.
* Judge at the annual State German Convention, Georgia, 1991 - 1996.
* Invited lecturer at the annual Unicoi summer program for German High School Teachers in the South East.
* Reviewer, Yankee Ingenuity Initiative, Department of Education (FIPSE).
* Conducted “Overseas Tour for Executives of Technology-Intensive Firms,” in conjunction with the CIBER Center, Georgia Tech, April 29 - May 7, 1994.
* Manuscript Reviewer: *Foreign Language Annals; Die Unterrichtspraxis; Global Business Languages; Wirtschaftsdeutsch International.*

**B. Campus Contributions**

*Offices held and Committee participation*

* Associate Chair for International Programs, School of Modern Languages, Fall 2011 – present
* ML Director for the International Plan, 2007-present
* German Advisor, 2007 – Present
* Chair Faculty Benefits Committee, 2008 - 2013
* Member, International Plan Committee; 2007-present
* Chair, International Plan Students Petitions Committee, 2010-present
* Member, School of Modern Languages P&T Committee, fall 2013 – present
* Chair, School of Modern Languages P&T Committee, fall 2015 – present
* Member, Provost’s “Commission on Creating the Next in Education,” fall 2015- present
* Member, ACE’ Sloan Legacy Project Committee, 2013 - present
* Member, Provost’s Task Force on Family Friendly Policies and Programs, 2012
* Member, Provost’s Workforce of the Future Task Force, 2014 - present
* Chair, Language & Culture Subcommittee, GT Globalization Task Force 2011-2012
* Member, Task force to Review the International Plan, 2011
* Reviewer for IAC SGR Small Grants for Research proposals, 2014, 2015
* Successfully nominated John Lambert as Outstanding ALIS Alumnus, 2015
* Member, IAC Dean’s Long Range Planning Committee, 2011
* Member, International Plan Assistant Director Search Committee, 2011
* Member, International Plan Sub-Committee for Recruitment and Retention, 2008-09
* Participant in Shadow Day 2009, 2010, 2011, 2012
* Faculty Advisor to the Student Advisory Board, 2010- 2011
* Member, GT Core Contributors on Strategic Vision, 2009-2010
* Faculty Representative, Student Advisory Board, 2009-2010
* Member, CIBER conference organizing Committee, Spring 2005-Spring 2006
* Member, Chair Evaluation Committee, Spring 2006
* Member, French Search Committee, Spring 2006
* Provided Internships for 2 INTA/ML students in Germany, 2005
* Member, IAC Founders Day Committee, 2003-2004
* Member, IAC Awards Committee 2004
* Member, Departmental Awards Committee, 2003, 2004
* Member, Ivan Allen College Founder’s Day Committee, 2003-2004
* Member, Departmental Classroom Design Committee, 2003-2004
* Member of NSEP (National Security Education Program) Scholarship Committee for Christine Dehn, 2004.
* Elected member, Departmental P&T Committee, 2002-2003
* Chair, Dr. Rockwood’s post-tenure review committee, spring 2001
* Chair, Departmental Promotion & Tenure Committee Dr. Li, fall 2000.
* Elected member, Chair Search Committee, fall 2000
* Elected member, Departmental Advisory Committee, 1999 - 2001
* Elected member, Dean’s Search Committee, 1997-1998
* Member, UCC, 1998-2000
* Elected member, Faculty Advisory Board to the Ivan Allen College 1996-1998
* Member, IAC Promotion and Tenure Committee, 1996-1999
* Member, Search Committee for the Chair of the Department of Modern Languages, 1996
* Member, Search Committee, Japanese position, Department of Modern Languages
* Member, Search Committee, German position, Department of Mod. Languages
* CIBER grant committee (Ivan Allen College)
* Faculty sponsor for the Georgia Tech German Club (since 1991)
* Member, Computer and Hardware Purchasing Committee, Ivan Allen College (1992-1994)
* Departmental Representative, Academic Senate, 1995-1996.

1. **Other Contributions**

* Organized and implemented Alumni Event in Munich/ Germany [together with GT Development and OIE]; attendance: 70+
* Organized “German Day” on October 6th, 2015, promoting German programs to the GT community and honoring sponsors; all day event, featuring *Roundtable Discussion* with speakers from industry and academia, attendance: 140 +
* Organized and implemented German Career Fair, as part of German Day, together with Jennifer Baird, October 6th, 2015; attendance: 17 German companies
* Organized “German Day” on October 21st, 2014, promoting German programs to the GT community and honoring sponsors; all day event, featuring *Roundtable Discussion* with speakers from industry, academia, and the Consul General of Germany, attendance: 100 +
* Organized and implemented German Career Fair, as part of German Day, together with Jennifer Baird, October 21st, 2014;
* Organized “German Day” on October 22nd, 2013, promoting German programs to the GT community and honoring sponsors; all day event, featuring *Roundtable Discussion* with speakers from industry, academia, and the Consul General of Germany, attendance: 120 +
* Organized and implemented German Career Fair, as part of German Day, together with Robin Mladinich, October 22nd, 2013;
* Organized and implemented “DB Week at Georgia Tech;” a week-long visit by corporate offices from the German Rail [Deutsche Bahn], together with Robin Mladinich; events included meetings with engineering faculty and students, information events open to the public, BBQ reception, individual interviews; September 23 – 27, 2013;
* Hosted delegation from Bremen Universities, German Aerospace Center and Aviabelt Company; meetings with representatives of Aerospace Engineering; November 2, 2013
* Liaison to German Business World; organized numerous internship positions for students, including local and abroad 2013; [Shannon Kehoe; Christopher Randalls; Kevin Hill; Allison Stanford et al.]
* Member Fullbright Committee for Erin Robinson [successful], 2013
* Member, Advisory Board, *Global Business Languages*, Professional Journal, Purdue University, 2000- present
* Reader, IAC Graduate Papers
* Judge: Division of Professional Practice, *Co-Op & Internships Poster Crawl*, September 2013
* Organized “German Day” on October 23rd, 2012; promoting German programs to the GT community and honoring sponsors
* Organized “German Day” on September 13th, 2011; promoting German programs to the GT community and honoring sponsors
* Outside P&T reviewer for Julia Pittman (to Assoc. Prof, Auburn University) 2011
* Outside reviewer, CIBER conference proposals 2011
* Advisor to Klett Verlag for Business German Textbooks, 2010 - present
* Outside P&T reviewer for Stefanie Borst (to Assoc. Prof, Texas Tech) and to Doris Kirchner (full Prof, University of Rhode Island) 2011
* Consulting for University of Kansas, November 3-5, 2005: “Building Business Language Programs.”
* Consulting for Auburn University, April 2005: “Teaching Across the Curriculum.”
* Consulting for St. Mary’s College, March 10/11, 2005: “Building Applied Programs.”
* Consulting for Iowa State University, Sept. 16-19, 2004: “Globalizing the Curriculum.”
* Administered the *Zertifikat Deutsch für den Beruf*, the international Business German Examination, to 20 students from colleges and universities in the South East, including students from Georgia Tech, April 12, 2003; April 17, 2004; April 23, 2005.
* Consulting for the University of Western Kentucky, September 26/27, 2002: “Adding Foreign Languages to Discipline-oriented Courses in Agriculture, Business, Education and the Health Professions”.
* Member, the Atlanta- Nürnberg sister city committee, 2000 – present.
* Member, Advisory Board, Goethe Institut Atlanta, 1999 – 2004.
* Member, American Council on Germany, Atlanta Eric Warburg chapter Member of the Development Committee of CDS International, Inc. in the Southern Region. (CDS International, Inc. is a non-profit organization dedicated to international awareness in business and education), 1992 - 1995.
* Established a test center at Georgia Tech for the annual Business German Diploma (in use 1991-present).
* Consultant, American Association of Spanish Committee for a Spanish Business Examination, 1999-2002.
* Beta test site for the New International Business German Diploma (Spring1999).

**VI. GRANTS AND CONTRACTS**

1. As Principal Investigator

* Travel Funds for Participation in “International Congress for German Studies” in Shanghai, China, August 2015  
   Amount requested: $3000  
   Amount received: $3000
* The Halle Foundation German Initiative at Georgia Tech. The Halle Foundation 3-year grant for Supporting Study Abroad Programs in Germany, 2016, 2017, 2018;

Amount requested: $90,000

Amount received: $ 60,000

* Grant by Gail & Barry Spurlock to double the Spurlock Foundation (new total: 100k)   
   Amount received: $50,000
* The Halle Foundation German Initiative at Georgia Tech. The Halle Foundation 1-year grant for Teaching Assistant from the University of Dortmund August 2014 - 15

Amount requested: $25,000

Amount received: $ 10,000

* Grant from Carola Schropp/ Oglethorpe Properties  
   Amount requested: $6,000  
   Amount received: $6,000  
   March 2014
* Grant from the “LBAT ‘07” Group, $1200  
   August 2014
* Grant from Provost of international Initiatives for housing of German TA (2014-15),  
   Amount requested: $6,000

Amount received: $6,000  
 Fall 2013

* The Halle Foundation German Initiative at Georgia Tech. The Halle Foundation 2-year grant for study abroad, 2012 - 2013

Amount requested: $50,000

Amount received: $50,000

* The Halle Foundation German Initiative at Georgia Tech. The Halle Foundation 3-year grant for study abroad, 2011 - 2013

Amount requested: $75,000

Amount received: $75,000

* Study Abroad Grant. EBD annual grant for LBAT Scholarships, 2004 – 2014   
   Amount received for 2013 : $6,000  
   total received 2004- 2012: $ 56,000

* Study Abroad Endowment form Gail and Barry Spurlock  
   Amount received: $50,000, March 2013
* LBAT Grant received from Deutsche Bahn,   
  Amount received: approx. $ 7000  
  May 2013, 2015
* LBAT Grant received from Deutsche Bahn,   
  Amount received: approx. $ 9000  
  May 2013, 2014
* LBAT Grant received for students “LBAT of 2007”  
  Amount received: $1200 (first annual grant)  
  May 2013
* $5000.00 funds raised for planting of tree and placing of bench in honor of Dr. Phil McKnight, fall 2012
* GT Global FIRE Grant "Farsi at Tech: Bridging the Language and Culture Gap." –together with Dr. Roya Mesbah; March 2012  
  Amount requested: $15,000; not funded
* Study Abroad Grant. Spurlock annual grant for LBAT scholarships 2009 - 2012

Amount received: $2000.00 for 2011

Total received: $6000.00

* Undergraduate Research Grant. UROP grant for 2 students, University of Aachen, 2011: Amount received: $10,000
* Study Abroad Grant. DAAD grant for the summer LBAT program 2010:

Euro 7800 ($ 10,000)

* Study Abroad Grant from the American Consulate Leipzig for the LBAT program 2010:

Euro 500 ($750)

* GTF travel grant to India, 2008, to deliver a paper at the University of Puna:

Amount requested: $2200

Amount received: $2200

* Grant from Kichniawy & Partners, 2008, for support of the LBAT program, approx. $15,000 in cash and services (Germany)
* DAAD Stipend for the Summer Intensive Program 2004:

Amount requested: $6000

Amount granted: $6000

* Goethe Institut Grant for updating the interactive web teaching unit on the European Union, 2004; $3000
* CIBER Ohio State University grant for the planning and implementation of a workshop “German for the Professions,” Georgia Tech, Atlanta, May 19-27, 2003

Amount requested: $2000

Amount granted: $2000

* CIBER San Diego State University grant for the planning and implementation of a workshop “German for the Professions,” Georgia Tech, Atlanta, May 19-27, 2003

Amount requested: $2000

Amount granted: $2000

* Goethe Institut InterNationes grant for the planning and implementation of a workshop “German for the Professions,” Georgia Tech, Atlanta, May 19-27, 2003

Amount requested: $9000

Amount granted: $9000

* DAAD grant for the development of the interdisciplinary course “The European Union, Past- Present- Future.” August 1998

Amount requested: $5000

Amount received: $5000

* Georgia Tech Technology grant for purchase of hardware, software and training, 1998

Amount requested: 6000

Amount granted: 5000

* DAAD grant for the development of the interdisciplinary course “German Politics and Economics since 1945,” August 1997.

Amount requested: $5000

Amount received: $5000

* Carl Duisberg Society grants, for seminars in Germany:

Amounts received:

$9,000 (approx.) for participants in the CIBER executive tour abroad; May 1994.

$10,000 (approx.) annually for participants in the LBAT abroad, Germany;

Summer 1993, 1992, 1991.

* Goethe Institut grant for the production of Interactive video materials, 1992. $10,000.

B. As Investigator

* CIBER grant for course development fall 2009: $3200
* CIBER Georgia Tech grant for developing teaching materials related to Business German, 2003-2004; $3000
* CIBER Georgia Tech grant for the planning and implementation of a workshop “German for the Professions,” Georgia Tech, Atlanta, May 19-27, 2003

Amount requested: $4500

Amount granted: $4500

C. As Contributor

* StADaF grant written with the Goethe Institut New York for the Development of on-line teaching units in Business German (1998)

Amount requested: $10,000

Amount received: $10,000

* Personal Development Grant for Course Development, Georgia Tech Foundation (1999)

Amount requested: $10,000

Amount received: $10,000

## VII. HONORS AND AWARDS

* Nominated for Denning Award for Global Initiatives
* The German LBAT program was selected for inclusion in a project funded by the German Government’s Foreign Office, of exemplary innovative and integrative German programs [CLILiG], 2014
* Governor Deal: Congratulatory letter on German Day at Georgia Tech, 2014, 2015, 2016
* E. Roe Stamps Outstanding Teacher Award, 2004
* AATG Georgia Professor of the Year Award, 2001
* AATG Georgia Professor of the Year Award, 1994
* Georgia Tech Outstanding Teacher of the Year award, 1993