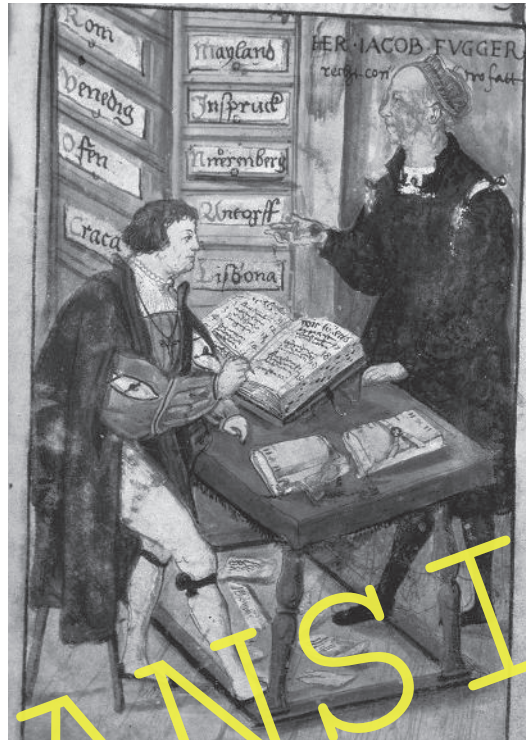


The Fugger Family – A German Global Player. Den Aufstieg und Niedergang der Fugger-Dynastie nachvollziehen (Klasse 8)

Nach Ideen von Dr. Christine Koch-Hallas, Mannheim



Today he would probably be the board chairman of a DAX company: Jakob Fugger the Rich in his office.

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Bosch, Aldi und Porsche – diese Familienunternehmen kennen wir heutzutage alle. Doch das erste waren die Fugger. Der Name steht für eine der wichtigsten Familien des ausklingenden Mittelalters. Doch wie gelang der Aufstieg zur mächtigsten Kaufmanns-Dynastie Europas? Und welche Rolle spielte Jakob Fugger beim Ausbau des Firmenimperiums?

Die Schülerinnen und Schüler erkennen, welchen Weg die Familie Fugger von der Weber zur Kaufleutezunft und schließlich zu einem bedeutenden Wirtschaftsimperium genommen hat, mit welchen Mitteln sie ihre Macht ausbaute und welche Bedeutung der Familie in der damaligen Zeit zukam. Sie erarbeiten thematischen Wortschatz und überprüfen ihr Wissen in einem Kreuzworträtsel.

Klassenstufe: 8

Dauer: 3–4 Stunden

Bereich: spätes Mittelalter, frühe Neuzeit, Handel, Frühkapitalismus, Aufstieg der Fugger-Dynastie, Ausbau der Macht, Machtverlust im 17. Jahrhundert, Jakob Fugger der Reiche, Anton Fugger, die Fuggerei

Kompetenzen:

- die Entwicklung der Fugger zu einem europäischen Wirtschaftsimperium nachvollziehen
- den Aufstieg und Niedergang der Fugger-Dynastie erklären
- Bilder beschreiben und interpretieren

Materialübersicht

1. Stunde

The rise of the Fugger dynasty

M 1 (Bi)

Business in the past and in the present

M 2 (Ab)

How to become rich and powerful – the rise of the Fugger family

2. Stunde

Jakob the Rich expands the company

M 3 (Bi)

Jakob the Rich – a successful businessman

M 4 (Gf/Tx)

What were Jakob the Rich's areas of business?

M 5 (Fo)

The Fuggers' areas of business

M 6 (Tx)

Jakob Fugger – philanthropist or egoistic businessman?

3. Stunde

The end of the Fuggers' period of prosperity

M 7 (Tx)

Anton Fugger and the fall of the Fugger business

M 8 (Bi)

The Fuggers today – looking for traces

M 9 (Ab)

The Fugger family – a crossword

Lernerfolgskontrolle

M 10 (LEK)

Test: What do you know about the Fuggers?

Ab: Arbeitsblatt – **Bi:** Bildimpuls – **Fo:** Farbfolie – **Gr:** grafische Darstellung – **LEK:** Lernerfolgskontrolle – **Tx:** Text

M 1 Business in the past and in the present



Picture 2: Fugger statue from 1857 in the centre of *Fuggerplatz* in Augsburg. It shows Johann (Hans) Jakob Fugger (1516–1575), a nephew of Jakob Fugger the Rich.

© Bilder 1a)–1c): Thinkstock, Bild 2: Fotolia

Tasks

1. Take a look at the pictures and describe what you see. (Messestand: trade fair stand).
2. Make a guess about what the pictures in no.1 could have to do with picture no. 2.

M 2 How to become rich and powerful – the rise of the Fugger family

How does someone become rich and powerful? The Fugger family knew the answer. Find out about it.



_____ **A:** When Hans Fugger died in 1408, his sons Andreas, Michael and Jakob took over the business. They made contacts in Venice and expanded¹ the textile manufacture² into a wholesale business³.



_____ **B:** At this time, the Fuggers also started lending⁴ money. They had important clients such as the Pope⁵ and the Habsburgs, the most powerful royal family in Europe.



_____ **C:** The Fuggers soon belonged to the urban bourgeoisie⁶, the most economically active social class. Around 1450 they developed a new business form, early capitalism, in which money was used to earn more money.



_____ **D:** In 1469 Jakob died. His sons, Jakob, Ulrich and Georg created the basis for the rise⁷ of the firm in Europe. They founded⁸ branches in Nuremberg and Venice, the most important centres of trade⁹.



_____ **E:** In 1466 the Fuggers were already among the seven richest families in Augsburg. In this year they also began to build up their international trade connections.



_____ **F:** In 1386 Hans Fugger opened a small shop where he sold textiles. But he did not produce them himself. He gave the material they needed to the weavers, they produced the textiles and he could sell them with profit in his shop.



_____ **G:** The basis of Hans Fugger's later success was that he did not only produce textiles, but also began to trade as a merchant¹⁰.



_____ **H:** In 1367 the weaver¹¹ Hans Fugger moved to Augsburg, which was one of the most important trade centres in Germany at that time.



_____ **I:** Eventually the Fuggers expanded their business model and entered the mining¹² industry. So trade, mining and the money market were the most important factors for the Fuggers'success.

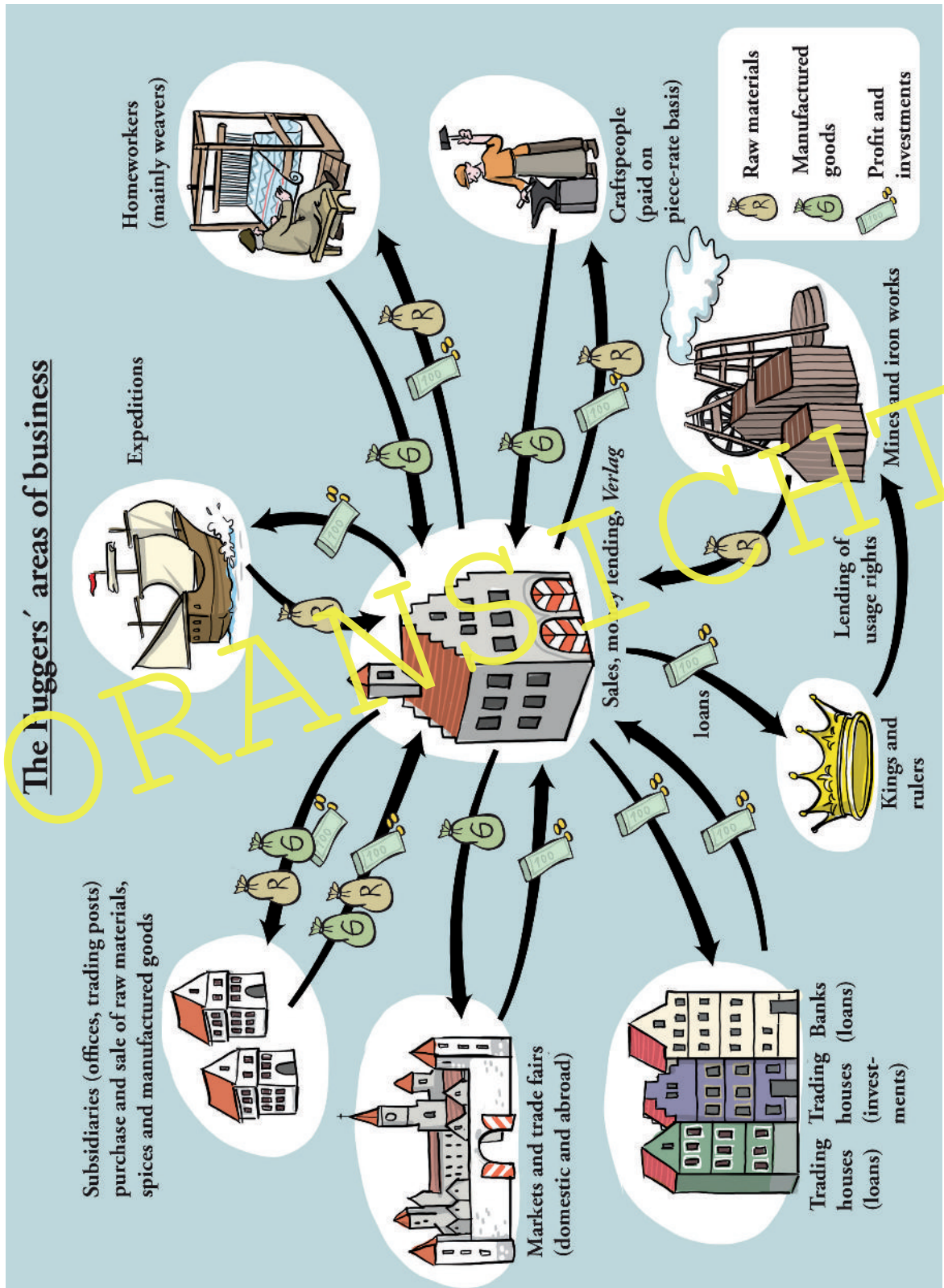
Annotations

1 **to expand sth.:** etw. ausweiten – 2 **manufacture:** Herstellung – 3 **wholesale business:** Großhandel – 4 **to lend money to so.:** jmdm. Geld leihen – 5 **Pope:** Papst – 6 **urban bourgeoisie:** städtisches Bürgertum – 7 **rise:** Aufstieg (to rise: aufsteigen) – 8 **to found sth.:** etw. gründen – 9 **trade:** Handel (to trade: handeln) – 10 **merchant:** Händler/-in – 11 **weaver:** Weber/-in – 12 **mining:** Bergbau

Tasks

1. Look at the pictures, which show how the Fuggers became rich and powerful. Then read the texts and put them into the correct order by writing the numbers on the lines. One example is done for you.
2. Work with a partner. Explain briefly in your own words how the Fuggers became rich and powerful.

M 5 The Fuggers' areas of business



M 6 Jakob Fugger – philanthropist or egoistic businessman?

Actors, singers or politicians: Today everyone supports their public image through good deeds. The Fuggers were no exception.



The Fuggerei today

© Fotolia

The Fuggerei - social housing built in Augsburg

In 1521 Jakob Fugger the Rich financed the Fuggerei, a residential complex¹ for poor Augsburgers. Craftspeople², workers or families could live there. This was the first social housing project in the world. Many residents³ worked in their apartments. They had their own shops and traded there. Today the Fuggerei is still a „city within a city“, with a church, a wall and three gates⁴.

Was Jakob Fugger a philanthropist⁵? The true reason for creating a residence for the poor was not so much his big heart. He rather wanted to improve the public image of the Fuggers and distract⁵ from the fact the Fugger family financed wars at the time and exploited⁶ several thousands of people who worked for them, mainly in the mines.

One should also know that the residence could only house a hundred families, while more than 100,000 people worked for the Fuggers and 3,000 poor people lived in Augsburg.



Annotations

1 **residential complex:** Wohnkomplex – 2 **craftspeople:** Handwerker – 3 **resident:** Bewohner/-in – 4 **gate:** Tor – 5 **philanthropist:** Menschenfreund, Wohltäter – 5 **to distract from sth.:** von etw. ablenken – 6 **to exploit so.:** jmdn. ausbeuten, jmdn. ausnutzen

Tasks

1. Read the text above carefully.
2. Was Jakob a philanthropist or an egoistic businessman? Take notes for yourself. Then exchange views with a partner. Be prepared to report back to the class.

Test: What do you know about the Fuggers?

Show what you have learned about the Fugger family and their business.



© Colourbox

Task 1: Tick the correct answer.

1. Originally Hans Fugger earned money as ...
 - a) a farmer.
 - b) a weaver.
 - c) a merchant.
2. The Fuggers developed from ...
 - a) merchants to aristocrats.
 - b) craftsmen to merchants.
 - c) farmers to merchants.
3. Jakob Fugger the Rich first traded with ...
 - a) precious metals.
 - b) copper and lead.
 - c) textiles like wool and silk.
4. The Fuggerei is ...
 - a) an area of social housing in Augsburg
 - b) an area of social housing for employees of the Fuggers' company
 - c) a workplace where weavers are trained.
5. At the beginning of the 16th century, the Fuggers gained on power and wealth through ...
 - a) their trading with loans.
 - b) their trading with raw materials like coal and mineral oil.
 - c) Jakob Fugger's marriage to an aristocrat.
6. The Fuggers stopped their business because ...
 - a) Anton Fugger's sons gambled away the company's money.
 - b) loans couldn't be paid back anymore, which weakened the company.
 - c) the descendants of Jakob and Anton Fugger sold the company to the Habsburgs.

VORANSICHT

Task 2: In your own words, explain why the Fugger family was so successful.





Erwartungshorizont (Test)

1. 1. b) 2. b) 3. c) 4. a) 5. a) 6. b)
2. Pupils should mention these aspects: participation in many types of trade, not dependent on one product, trade with various products, also involved in money market and mining, transition from weavers (craftsmen) to the merchant guild (businesspeople), social advancement and prosperity