

**COURSE DATA****Data Subject**

<b>Code</b>	35874
<b>Name</b>	Business english I
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2019 - 2020

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1314 - Degree in International Business	Faculty of Economics	1	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1314 - Degree in International Business	1 - Modern language for business II (English)	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
FERNANDEZ-CAPARROS TURINA, ANA	155 - English and German

**SUMMARY**

'Business English I' is a compulsory subject designed for first-year students (first semester) of the International Business Degree. This subject is further developed in the second semester through 'Business English II'. The course provides the necessary practical skills (writing, reading, speaking and listening) for students who will need English in business environments. The course will be followed by 'Business II English' which will provide students with more opportunities to further develop this basic knowledge and essentials of business communication. The course thus aims to introduce business concepts and as it is a first year subject, it will also provide students with key communicative skills and culture at work features they will need in their jobs. The course uses a practical communicative methodology, based on tasks and questions designed to help students understand the basics of business communication.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

Prior knowledge corresponding to first and second years of 'bachillerato' in the fields of humanities or social sciences are assumed. Specifically, to successfully face this subject, it is desirable that the student has a basic level of English. Therefore, it is desirable that the student has a basic knowledge level (A1 of the CEFR) of the English language, as the starting level is Pre-intermediate (B1) knowledge of the language.

## COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

### 1314 - Degree in International Business

- Acquire fluency in oral and written communication in English and in a second foreign language (French, German) in the field of business.
- Develop intercultural sensitivity and the ability to adapt to other geopolitical contexts.
- Be able to work in multidisciplinary and intercultural teams.
- Aprender a detectar las desigualdades entre personas para diseñar, implementar y evaluar las políticas pertinentes que faciliten la eliminación de dicha discriminación en empresas e instituciones.
- Comunicarse oralmente en inglés o en una segunda lengua extranjera (francés/alemán) en contextos socioculturales y profesionales dentro del ámbito de la empresa y la economía en un entorno internacional.
- Comunicarse por escrito en inglés o en una segunda lengua extranjera (francés/alemán) en contextos socioculturales y profesionales dentro del ámbito de la empresa y la economía en un entorno internacional.
- Manejar técnicas de comunicación en inglés o en una segunda lengua extranjera (francés/alemán).
- Conocer y usar léxico especializado en inglés o en una segunda lengua extranjera (francés/alemán) a nivel intermedio e intermedio-alto.
- Reconocer y usar el discurso apropiado en diversas situaciones comunicativas específicas dentro del contexto de los negocios internacionales en inglés o en una segunda lengua extranjera (francés/alemán).
- Familiarizarse con las diversas culturas de los países anglófonos o de habla francesa/alemana y con sus variedades lingüísticas.
- Reconocer la diversidad cultural y social.



## LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

The learning outcomes of the subject “Business English I” are the following, which are based on the acquisition and use of the language at an Intermediate level (B1 of the CEFR):

- Grounding in social and cultural diversity in international business settings.
- Capacity to recognise characteristics of correct speech for different communicative situations carried out in English within international business settings.
- Capacity to recognise and use correctly specialised lexis in English for this level.
- Use of communicative oral techniques (comprehension and expression) in English within international business settings.
- Use of communicative written techniques (comprehension and expression) in English within international business settings.

## DESCRIPTION OF CONTENTS

### 1. Module 1: Making Contacts

Describing people.  
Discussing appropriate conversation topics.  
Networking vocabulary.

### 2. Module 2: Making Calls

Receiving calls.  
Leaving voicemails.  
Exchanging information on the telephone.

### 3. Module 3: Keeping Track

Checking and clarifying facts and figures.  
Clearing up misunderstandings.  
Business phrasal verbs.

### 4. Module 4: Effective Listening Techniques

Effective listening techniques.  
Rules for successful networking.

**5. Module 5: Business Travel**

Expressing likes and dislikes about travelling on business.  
Making polite requests and enquiries.

**6. Module 6: Handling Calls**

Discussing attitude in telephone conversations.  
Offering assistance in incoming calls.

**7. Module 7: Making Decisions**

Decision-making vocabulary.  
Using fixed expressions in meetings.  
Conditionals.

**8. Module 8: Influencing People & Small Talk**

Influencing peers and subordinates.  
Asking for favours.  
Engaging in small talk.

**9. Module 9: Writing Emails**

Guidelines for writing efficient and sensitive emails.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Laboratory practices	30,00	100
Theory classes	15,00	100
Classroom practices	15,00	100
Development of group work	20,00	0
Development of individual work	15,00	0
Study and independent work	20,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	5,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	10,00	0
<b>TOTAL</b>	<b>150,00</b>	



## TEACHING METHODOLOGY

The methodology applied will mainly be communicative and participative seeking to promote the students' operative and expressive effectiveness throughout the different specific professional tasks presented during the course. If necessary, and depending on the students' pragmatic level of business English, other complementary instructional activities might be inter-changed to repair existing grammatical or linguistic deficiencies in order to help the group improve their formal competence together with their overall communicative performance.

On these lines, each unit is divided into three parts or sessions. First, in a lecture, the unit topic, contents and main concepts will be introduced (following the structure included in section 7 of this guide). Secondly, in a more participatory session, the unit contents will be applied through a series of activities designed to make students develop the communicative skills in English implied or related to the topic of the unit. Finally, in a group-working session students will practice, both individually and in teams, diverse communicative tasks characteristic of current international business environments (e.g. writing professional documents, searching for data, dealing with case studies and participating in interactive contexts such as debates, negotiations and meetings).

In addition to this, classroom work students will have to dedicate several hours of independent work to each unit (e.g. elaborating assignments, reports, homework activities and exams).

## EVALUATION

Students' achievement of learning outcomes for English for Business I will be assessed as follows:

- Continuous assessment of coursework progress (theory and practice) will make up 30% of the student's grade.
- This assessment will be based on the student's regular attendance, performance of different assignments, practicing laboratory skills, etc.
- The summative assessment will probe the student's theoretical and practical learning of the coursework input of the syllabus. This summative assessment will make up 70% of the student's grade.
- The continuous assessment grade will be added to the summative assessment only if the student gets at least 5 points (out of 10 points) in this summative assessment.
- Students not participating in the continuous assessment can only achieve a maximum final grade of 7 in the final test. This exam is obligatory and passing it is a compulsory requirement in order to obtain the final qualification.

Cheating on an exam or plagiarizing the written work of others is considered a very serious offence and will not be tolerated in this course.





## REFERENCES

### Basic

- COURSEBOOK:

Powell, M.; Clarke, S.; Allison, J.; Pegg, E.; de Chazal, E. (2014). In Company 3.0., Intermediate (B1+). Oxford: MacMillan Education. ISBN (Student's Book Pack): 978-0-230-45523-8.

### Additional

- Business English Dictionary (2004). Longman.
- Cambridge Advanced Learner's Dictionary (2002). Cambridge: Cambridge University Press.
- Cotton, D.; D. Falvey & S. Kent (2002). Market Leader. Pre-Intermediate Business English. Longman.
- Diccionario Español-Inglés/Inglés-Español Collins (2000). Barcelona: Grijalbo.
- Foley, M. & D. Hall (2012). My Grammar Lab (Intermediate). Harlow. Pearson Education Limited.
- Gershon, S. (2002). Present Yourself. Cambridge.
- Guffey and Du-Babcock (2008). Essentials of business communication.
  - Hood, M. (2007). Dynamic Presentations. Pearson and Longman.
- Hughes, J. & J. Naunton (2007). Business Results (Intermediate). Oxford: Oxford University Press.
- Johnson, C. (2008). Intelligent Business. Skills Book. Pearson, Longman.
  - Lesiker, Flatley, and Rentz (2008). Business communication: Making connections in a digital world. International Student Edition.
- Lott, H. (2008). Real English Grammar. Marshall Cavendish Education.
  - Mascull, B. & J. Comfort (2007). Best Practice (Intermediate). London: Thomson (Heinle).
- Ober (2004). Fundamentals of contemporary business communications.
  - Speak Up (revista)
- Sweeney, S. (2003). English for Business Communication. Cambridge: Cambridge University Press.
- Whitby, N. (2009). Business Benchmark. Pre-Intermediate to Intermediate Preliminary. Cambridge.

## ADDENDUM COVID-19

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

**English version is not available**