

**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>	2023 - 2024

**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>
CASTELLANO ORTOLA, ELENA	155 - English and German

**SUMMARY**

'Business English I' is a non-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 (A2 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 (B2 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. Ways of working. Making contact

Vocabulary: Different ways of working. Job responsibilities

Grammar: Present tenses

Reading comprehension: Offering your staff more flexibility. How to be an effective networker

Listening comprehension: Working from home. Starting a conversation

Oral production: A mini-presentation. Developing a conversation

Written production: Business correspondence

### 2. Company benefits. Presenting a company

Vocabulary: Benefits and incentives

Grammar: Past tenses

Written comprehension: More to a career than money

Oral comprehension: Presentations

Oral production: Asking questions about jobs. Pausing, intonation and stress. Giving a presentation

Written production: A letter of application. A memo

### 3. Starting a business. Leaving and taking messages

Grammar: will and the future

Written comprehension: To franchise or not to franchise? That is the question

Oral comprehension: Advice on franchises. Planning a seminar. Leaving messages

Oral Production: Discussing a schedule. Leaving a voicemail message

Written production: Taking notes and messages

**4. Advertising. Delegating**

Vocabulary: Types of advertising

Grammar: Modal verbs

Written comprehension: Social media advertising

Oral comprehension: Advertising on the web. A bad delegator

Oral production: A short presentation. Sentence stress. Delegating work to others.

Written production: A report

**5. The workplace. Participating in a meeting**

Grammar: Reporting

Written comprehension: 'Let's not meet'

Oral comprehension: An interview with an art consultant. Some opinions on art. Report on a meeting

Oral production: A meeting about artwork. Expressions for meetings

Written production: Minutes of a meeting

**6. Recruitment. Electronic communication**

Vocabulary: Hiring and firing

Grammar: Passives

Written comprehension: Employment news. Banning phones in the workplace. Internal communication and emails

Oral comprehension: Employment case studies

Oral production: Employment issues

Written production: An email

**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 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

The subject "Business English I" offers two learning modalities, among which students will have to choose. The assessment criteria for each modality will be based on the following aspects:

- Option A: Continuous assessment modality: participation and involvement in the teaching-learning process, problem solving, elaboration of written tasks and oral presentations, completion of evaluation tests. Passing this assessment modality (i.e. having passed all the tests corresponding to this evaluation and having done all the relevant work, oral presentations and activities) means that the final written test and the final oral test are not compulsory, since there will be partial written and oral tests during the course.
- Option B: Final assessment modality: a final written test on the official exam date, which will consist of theoretical and practical questions, as well as a final oral test. These tests will only be compulsory in those cases in which the student chooses the final assessment modality (option B) or has not passed the continuous assessment modality (option A). Passing both the oral and the written test is an indispensable condition to pass the course.





In the subject "Business English I", according to the different assessment modalities, the evaluation can be broken down as follows:

- Option A: Continuous assessment modality
  - 50% of the overall grade corresponds to the performance of written tests.
  - 20% of the overall grade corresponds to the performance of oral tests.
  - 20% of the overall grade corresponds to the evaluation of tasks and projects, both individually and in groups.
  - 10% of the overall grade corresponds to attendance and participation in all classes: theory, practice and laboratory.

In order to pass the course, it is necessary to obtain a minimum of 50%, both in oral and written tests.

- Option B: Final assessment: The student will take a final written test (50%) and a final oral test (20%) on the official exam date. The maximum score that can be obtained by adding the two tests is 70% or 7/10 (in this case the student gives up the 20% corresponding to the grade of the continuous assessment tasks and the 10% corresponding to attendance and participation).

To pass the final assessment modality, it is necessary to obtain a minimum of 3.8/5 in the written test and 1.2/2 in the oral test ( $3.8 + 1.2 = 5$ ).

Plagiarism will not be tolerated; it is a serious academic offence. Any student who is found to have committed plagiarism in his/her work for the course will face serious consequences which will lead to failing the whole subject.

Per a més informació sobre la normativa d'avaluació pot consultar-se el següent enllaç:

For more information on evaluation regulations please check:

[https://www.uv.es/graus/normatives/2017\\_108\\_Reglament\\_avaluacio\\_qualificacio.pdf](https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf)

## REFERENCES

### Basic

#### - COURSEBOOK:

John Hughes; Paul Dummett; Helen Stephenson; Rolf Cook; Mara Pedretti; Colin Benn (2019), Success with Business (B2) Vantage. Student's Book. National Geographic, ISBN: 9781473772458



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