

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

Code	35875
Name	Business english II
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Faculty of Economics	1	Second term

Subject-matter

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

Coordination

Name	Department
FERNANDEZ-CAPARROS TURINA, ANA	155 - English and German
PALAO CONTRERAS, MARCOS ANTONIO	155 - English and German

SUMMARY

This subject is compulsory and is offered in the second semester. It continues in the second year with a third level (Business English III) within the International Business degree. The course is designed for students to learn and practice the various skills needed (writing, reading, speaking and listening) for international communication in the field of business. Subsequently, with the subject Business English III, students can focus and expand their knowledge of specialised English by completing more specific tasks which are considered essential for professional communication in this field. Being a first-year course, its contents are introductory, offering students a global perspective of the various areas (communication skills and cultural aspects) covering communication in the field of international business. The methodology is communicative, based on multiple tasks designed for practicing comprehension and expression, both oral and written, in business environments.



Currently, mastery of the English language in professional fields has become an essential element to work effectively and to succeed in the international business market. The course is designed: (a) for students to improve and develop the knowledge acquired in the subject Business English I, (b) to acquire and learn English terms, notions and professional skills from other subjects of their degree, and (c) to progressively acquire the upper-intermediate (B2 according to CEFR) level of English and an optimal degree of specialisation in communication for international business, both of these elements being necessary for students' professional future.

In addition to developing the skills needed for effective communication in English for international business, the students will develop other essential skills for both their subsequent training, within the degree and their future careers, such as:

Develop their knowledge of variation in professional communication, at geographical, contextual, socio-linguistic and intercultural levels.

Develop their ability to make decisions and solve complex communication situations.

Develop their ability to search, analyse and synthesise texts and documentation from various sources.

Develop their ability to produce and express original, creative and innovative in English ideas.

Improve their ability to work together and improve their performance, both through group and autonomous work.

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 (B1 of the CEFR) of the English language, as the starting level is intermediate (B1) knowledge of the language.

OUTCOMES

LEARNING OUTCOMES

The expected learning outcomes in the course "Business English II" are:



- Recognition of cultural and social diversity.
- Familiarity with the diverse cultures of the Anglophone countries and their linguistic varieties.
- Recognition of the peculiarities of speech appropriate to various specific communicative situations developed in the context of international business in English.
- Knowledge and use of specialized vocabulary in English at the intermediate level.
- Management of communication skills in English.
- Written communication in socio-cultural and professional contexts within the field of business and economics in an international environment.
- Oral communication in English in socio-cultural and professional contexts in the field of business and economics in an international environment.

DESCRIPTION OF CONTENTS

1. Module 1: Presentations II

Discussing qualities of a good presentation.
Pausing, pacing, sentence stress and fluency.
Delivering a presentation.
Structuring a presentation.
Using visuals.
Giving a short presentation.
Giving presentations with impact.
A product presentation.

2. Module 2: Meetings

Discussing different attitudes in meetings.
Assertiveness in meetings.
Discussing meeting styles in different countries.
Handling tricky conversations.

3. Module 3: Formal Correspondence

Discussing the different types of communication.
Formal letters.
Snail mails.

**4. Module 4: Problem solving**

Discussing solutions to problems.
Expressions for making suggestions.
Conducting problem-solving meetings.
Working in a team.

5. Module 5: Telephoning II

Useful language for formal telephone conversations.
Listening to business telephone calls.
Making telephone calls.

6. Module 6: Telecommunications

Discussing teleconferencing.
Holding a teleconference.

7. Module 7: Negotiation

Sounding diplomatic.
Expressions for negotiating.
Taking notes while negotiating.
Negotiating a contract.
Being assertive.
Dealing with difficult customers.
Understanding interest-based demands.
Dealing with difficult demands.

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
TOTAL	150,00	

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

The subject of "Business English II" offers two learning and assessment modalities, among which the student must choose. Students will be assessed based on the following aspects, according to the chosen modality:

- **Option A:** continuous assessment modality: participation and involvement in the teaching and learning process, problem solving, preparation of assignments and oral presentations and tests. Passing by following this type of assessment (ie, having passed all the tests related to the evaluation and performed all work, oral presentations and relevant activities) means students don't need to sit the final written test.
- **Option B:** final assessment modality: sitting a final written test in the official date of examination, which will consist of theoretical and practical questions. This final written test is only mandatory for those students following the final assessment modality (option B) or those who fail continuous assessment (Option A), and passing this test, in such cases, will be an essential condition for passing the subject.

In "Business English II", according to the aforementioned assessment modalities, the overall assessment is broken down as follows:



- **Option A:** continuous assessment modality:

- 30% of the overall mark is the evaluation of work and group projects.

- 60% of the overall mark corresponds to the performance of individual written tests throughout the course.

- 10% of the overall mark corresponds to oral presentations.

- **Option B:** final assessment modality:

The student will sit a final test in the official date and the grade will be 70% of the mark obtained, ie, the highest score you can get is 7 out of 10 (as the 30% corresponding to continuous assessment tasks will not be taken into account).

Cheating on an exam or plagiarizing the written work of others is considered a very serious offense 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

- Allinson, J. et al. (2008). The Business (Upper Intermediate). Oxford: Macmillan.
- Book-Hart, G. (2006). Business Benchmark (Upper-Intermediate). Cambridge: Cambridge University Press.
- Corbalis, T. (2009). English for Management Studies. Reading: Garnet Education.
- Cotton, D., Galvey, D. & Kent, S. (2005). Market Leader (Upper Intermediate Business English). Harlow: Longman.
- Diccionario Español-Inglés/ Inglés -Español. Collins (2000). Barcelonal: Grijalbo.
- Emmerson, P. (2009). Business Vocabulary Builder. MacMillan.
- Foley, M. & D. Hall (2012). My Grammar Lab (Intermediate-Upper- Intermediate). Harlow: Pearson.
- Mackenzied, I. (2006). Professional English in Use. Finance. Cambridge: Cambridge University Press.
- Oxford Business English Dictionary. Oxford: Oxford University Press.
- Strutt, P. (2010). Market Leader. Essential Business Grammar and Usage. London: Pearson. Longman.



ADDENDUM COVID-19

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

1. CONTENIDOS.

Se mantienen todos los contenidos inicialmente programados en la guía docente tanto para las sesiones teóricas, como para las prácticas y laboratorio.

2. VOLUMEN DE TRABAJO Y PLANIFICACIÓN TEMPORAL DE LA DOCENCIA

Se mantiene la carga de trabajo para el estudiante que marca el número de créditos y la distribución sigue las mismas pautas. Los ejercicios teóricos y prácticos se distribuirán de una manera similar, ofreciendo las soluciones a dichos ejercicios. Lo mismo ocurre con la parte de Laboratorio, en el que se incluirán videos que proporcionen la práctica de las destrezas deseadas, tanto en pronunciación como en vocabulario especializado.

Por tanto, el volumen de trabajo continúa de la misma manera, dando autonomía al alumnado a practicar dichos contenidos. Mantenimiento de la planificación temporal docente tanto en días como en horario, siendo a elección del alumno la posibilidad de utilizar dichas horas de aprendizaje en otro momento.

3. METODOLOGÍA DOCENTE

La clase presencial se puede sustituir, sin problemas, con los ejercicios marcados en el aula virtual, sin necesidad de videoconferencia programada, a no ser que un alumno lo solicite expresamente.

Las tareas programadas están basadas en videos del libro de texto, videos de YouTube y TED, entre otros.

Los ejercicios de pronunciación se llevarán a cabo mediante el enlace a varias páginas web.

Se están subiendo al aula virtual los materiales necesarios para la ejecución de las actividades y ejercicios, con las tareas correspondientes de práctica que los estudiantes deben grabar en audio o video. Además, las composiciones en inglés seguirán la misma estructura que en las previstas en las clases presenciales.

Para los ejercicios teóricos/prácticos que requieran corrección, se proporcionará la llave con las respuestas. En caso de duda, los alumnos pueden solicitar, mediante los procedimientos del aula virtual, cualquier aclaración adicional de las cuestiones a aclarar.

Sistema de tutorías. Se mantiene el programa de tutorías virtuales (atención en 48 horas laborables máximo por correo electrónico) y en el horario de tutorías si fuere necesario.



4. EVALUACIÓN

Se mantienen las notas resultantes de la evaluación continua obtenidas antes de la entrada en vigor del estado de alarma, aunque pueden existir variaciones según el porcentaje de aquellos que no han sido regulares en su asistencia a clase.

Por tanto, se combinarán las dos modalidades de evaluación, según establecidas en el programa original:

Opción A: Modalidad de evaluación continua:

- El 30% de la nota global corresponde a la evaluación de trabajos y proyectos de grupo.
- El 60% de la nota global corresponde a la realización de pruebas escritas de evaluación individuales a lo largo del curso.
- El 10% de la nota global corresponde a exposiciones orales.

Opción B: Modalidad de evaluación final:

Los alumnos realizarán una prueba final en la convocatoria oficial, que corresponderá al 70% de la nota obtenida, es decir, la máxima puntuación que se puede obtener es de un 7 (los alumnos renunciarían, por tanto, al 30% correspondiente a la nota de las actividades de evaluación continua).

Por tanto, aquellos alumnos que han asistido alguna vez a clase y llevado a cabo algún tipo de ejercicios, así como alguna práctica entregada en el aula virtual, se pueden acoger a la modalidad A. El peso del examen final será el mismo que en la modalidad original: 60%.

Tanto para la modalidad A como para la B, será necesario hacer un examen oral de unos 10-15 minutos (en parejas o individuales) con preguntas de temas generales o específicos de negocios, tal y como se habían practicado en clase (hablar sobre un tema, resolver un problema en una empresa, presentar un producto, etc.). Para ello, se utilizarán las herramientas del aula virtual y en el caso de que no funcionaran correctamente, se podrían utilizar programas alternativos, como Skype o Zoom. Para ello, se publicarán las listas y se agruparán, por horas y minutos la conexión.

Prueba de evaluación final:

Se basará en un examen tipo test, utilizando las herramientas de cuestionario, a la misma hora y día previstos en el examen de primera y segunda convocatoria, que se subirá al aula virtual como Tarea a la hora prevista para el inicio del examen y con un tiempo limitado. Este mismo programa elabora, de un mismo enunciado, diferentes versiones.

El examen se hará en cuatro apartados: comprensión oral de una audición y preguntas; comprensión escrita y preguntas sobre el texto; ejercicios de gramática y composición.

Cada apartado se hará con un intervalo de 15 minutos de descanso. Se le podrá pedir a los estudiantes, siempre con unas pruebas preliminares, que deberán estar conectados mediante videoconferencia BBC con la cámara activada y el micrófono silenciado para comprobar su identidad.



Si una persona no dispone de los medios para establecer esta conexión y acceder al aula virtual, deberá contactar con el profesorado por correo electrónico una vez esta modificación/addenda de se publique en la página web y en el aula virtual).

5. BIBLIOGRAFIA

Se mantiene el libro de texto recomendado, así como ejercicios basados en el mismo libro, ejercicios prácticos con contenidos de otros materiales similares, series, películas, así como videos complementarios de YouTube y TED, entre otros.