

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

Code	35875
Name	Business english II
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

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
ANDREU BESO, JOSE VTE.	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

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

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. Job qualities. Selling

Vocabulary: Describing jobs

Grammar: Comparatives and superlatives

Written comprehension: 'The worst job in the world?' 'Truhs and myths about selling'

Oral comprehension: Selling

Oral production: Comparing jobs. A sales conversation

Written production: A sales proposal



2. Training. Showing you're listening

Vocabulary: Linking phrases

Grammar: -ing forms and infinitives

Written comprehension: 'Training courses' 'The importance of listening'

Oral comprehension: Assessing training needs. Good and bad listeners. Responding to a letter of complaint.

Oral production: Giving reasons for and against. Discussing training needs. Showing you're listening

Written production: A letter of complaint

3. Branding. Getting through

Vocabulary: Telephone words

Grammar: Relative clauses

Written comprehension: 'Sensory branding' 'Writing a marketing email' 'Chinese luxury obsession'

Oral comprehension: Automated voicemail systems

Oral production: Marketing through the senses. Making phone calls

Written production: Correcting and checking

4. Management. Solving problems

Vocabulary: Managing projects. Cause and result

Grammar: Conditionals

Written comprehension: 'How Jay Chou manages success'

Oral comprehension: Problems and solutions

Oral production: Ranking skills. Case study. Discussing problems

Written production: A report on a meeting. An email

5. Ethical economics. Discussing trends

Vocabulary: Financial and trade terms. Energy sources. Describing trends

Grammar: Articles

Written comprehension: 'How ethical is the economics of drinking coffee?' 'Investing in green energy'

Oral comprehension: Fairtrade. Reasons for trends

Oral production: The economics of your country. Giving reasons and benefits. Discussing trends

Written production: A proposal

6. Business law. Handling questions

Vocabulary: Legal terms.

Grammar: Indirect questions and tags

Written comprehension: 'Business law' 'Press releases'

Oral comprehension: A colour problem. Difficult questions

Oral production: Responding to questions



Written production: A press release

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 "Business English II" 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 II", 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

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Basic

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