

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

Code	35876
Name	Business english III
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	2	First term

Subject-matter

Degree	Subject-matter	Character
1314 - Degree in International Business	2 - Modern language I (business English)	Basic Training

Coordination

Name	Department
IVORRA PEREZ, FRANCISCO MIGUEL	155 - English and German
SEVILLA PAVON, ANA	155 - English and German

SUMMARY

With regard to the degree's curricular design, 'Business English III' is a core 'Modern Language' subject undertaken by all International Business students. The formative importance of this course within the curriculum is due to the fact that two of the cornerstones of the students' training are languages, namely English, and the international orientation of the content.

The issues relating to international business covered in the course are linked with contents from other courses as well as with the obligation for students to study part of their degree in a foreign university, in addition to doing mandatory internships in companies and institutions operating internationally.

The subject 'Business English III' caters to the needs of companies and entities from professional environments in an international context. Students need to acquire skills to be able to manage the international development of a company and work in international institutions. In this context, being fluent in different languages, especially English, is essential.



Academic English, applied to the field of economics in an international environment, enables the development of academic study skills in English. The course develops effective listening and oral expression from the economic discourse in English within an academic environment (classes, tutorials, etc.). Moreover, reading comprehension and effective writing skills in English in an academic context are encouraged. Furthermore, academic oral presentations in English in an international environment are promoted.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

To successfully address this subject, students registered in "Business English III" should have an upper-intermediate or advanced level (B2+/C1 of the Common European Framework of Reference for Languages) of English.

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.
- Comunicarse oralmente en inglés en contextos académicos relacionados con el ámbito de la empresa y la economía en un entorno internacional.
- Comunicarse por escrito en inglés en contextos académicos relacionados con el ámbito de la empresa y la economía en un entorno internacional.
- Manejar técnicas de la comunicación oral en inglés académico.
- Conocer y usar léxico académico especializado a nivel avanzado.
- Reconocer y usar el discurso apropiado a una gran variedad de situaciones comunicativas específicas dentro del contexto académico en un entorno internacional.
- Familiarizarse con las diversas culturas académicas de los países anglófonos y con sus variedades lingüísticas.
- Learn to detect inequalities between people in order to design, implement and evaluate relevant policies that can eliminate such discrimination in companies and institutions.



LEARNING OUTCOMES

The expected learning outcomes of the course 'Business English III' are as follows:

Recognition of cultural and social diversity.

Familiarization with the various cultures of the Anglophone countries and their linguistic varieties.

Recognition of the peculiarities of discourse appropriate to various specific communicative situations developed in the context of international business in English.

Knowledge and use of specialized vocabulary in English at upper-intermediate or B2+ level.

Management communication skills in English.

Written communication in English 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 international professional contexts within the fields of business and economics.

DESCRIPTION OF CONTENTS

1. Module 1: Working life

Vocabulary: Describing working life. CVs and personal summaries.

Grammar: Gerund and infinitive. Indirect questions.

Reading: Working for yourself. Mistakes to avoid.

Listening: The future of human resources. An environmental accident.

Speaking: A job interview.

2. Module 2: Growing the company

Vocabulary: Parts of a company. Growth strategy.

Grammar: Past tenses.

Reading: Why is growth a necessity in business? Mergers and acquisitions. Organisational culture.

Listening: The LinkedIn takeover.

Writing: Writing about the past. A press release.

Speaking: An employee survey. Falling shares. Presenting facts.

3. Module 3: Communication at work

Vocabulary: Business communication.

Grammar: Verb patterns.

Reading: Better communication?

Listening: Dealing with problems.

Writing: Formal and informal emails.



Speaking: Communication media. Handling calls sensitively.

4. Module 4: The art of selling

Vocabulary: Selling. Describing performance.

Grammar: Tenses and time phrases. Transitive and intransitive verbs.

Reading: What advertising looks like in the digital age.

Listening: Sales techniques. A sales forecast.

Writing: A sales report.

Speaking: In the field. Presenting figures.

5. Module 5: Money and finance

Vocabulary: Money expressions. Company finance. Business costs.

Grammar: Expressions of comparison.

Reading: A financial summary.

Listening: A culture of debt. Discussing costs.

Speaking: A bank loan. Choosing an investment. Discussing options and making recommendations.

6. Module 6: Purchasing power

Vocabulary: Online trading. Telephone expressions.

Grammar: Reduced relative clauses. Ordering events: tense practice.

Reading: The reverse supply chain.

Listening: A contract to supply.

Writing: A letter of complaint.

Speaking: Managing suppliers. Problems with orders.

7. Module 7: Managing people

Vocabulary: Managerial qualities. Linking phrases. Idioms for management problems.

Grammar: Expressing purpose. Word order when using adverbs.

Reading: Management consultants.

Listening: Strengths and weaknesses.

Writing: A business report. A report on employee training.

8. Module 8: Being responsible

Vocabulary: Environmental problems. Business meetings.

Grammar: Use of prepositions with statistics. Gerund and infinitive. Modal verbs.

Reading: Trading pollution quotas.

Listening: Corporate social responsibility.

Writing: Describing a graph.

Speaking: Discussing business ethics.



9. Module 9: Innovation

Vocabulary: Describing products.

Grammar: Collocations: verb + preposition. Using would effectively.

Reading: Don't waste your money on innovation. Debating the deal.

Listening: A product presentation. Idioms.

Writing: An email/letter in response to a request.

Speaking: Market research. Business angels: a negotiation.

10. Module 10: Travel and entertainment

Vocabulary: Business travel. Go and get.

Grammar: Future forms.

Reading: Events management. Planning a corporate event. Two proposals.

Listening: A team-building day. Taking notes.

Writing: A proposal for a corporate event.

Speaking: Making a pitch.

11. Module 11: The Economy

Vocabulary: Economic issues.

Grammar: Conditionals (types 1 and 2).

Reading: The new philanthropists. Nicaragua? Yes, please!

Listening: Relocation experiences.

Writing: Written business communication. A delicate email/letter.

Speaking: Socio-economic problems.

12. Module 12: Crossing cultures

Vocabulary: Globalisation. Conversation starters.

Grammar: Speculation.

Reading: Cross-cultural communication. Understanding cultural differences. China rules.

Listening: Understanding business culture. Small talk: short responses.

Writing: A market profile report.

Speaking: Social situations.

**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.

Each unit is divided into three parts or sessions. First, in a lecture, the unit topic, contents and main concepts will be introduced. 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, students will have to dedicate several hours of independent work to each unit (e.g. elaborating assignments, reports, homework, projects, tasks and exams).

The planning of this subject includes several tutorial sessions arranged with the lecturer to revise and complement the contents, together with the achievement of a set of additional tasks and the practice of some of the most complex skills adapted to the specific needs of the student or of his/her work group.



EVALUATION

The subject "Business English III" 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 III", 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 modality.** 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.**

https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf

REFERENCES

Basic

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