

27344 - Foreign Language for Business (English)

Syllabus Information

Academic year: 2023/24

Subject: 27344 - Foreign Language for Business (English)

Faculty / School: 109 - Facultad de Economía y Empresa

228 - Facultad de Empresa y Gestión Pública

301 - Facultad de Ciencias Sociales y Humanas

Degree: 448 - Degree in Business Administration and Management

454 - Degree in Business Administration and Management

458 - Degree in Business Administration and Management

ECTS: 5.0

Year: 4

Semester: First semester

Subject type: Optional

Module:

1. General information

The general aim of this Business English course is to enable students to communicate at a reasonable level of accuracy in the present international business environment. More specifically, students should develop their proficiency in listening, reading, speaking and writing texts related to business topics and practice, including knowledge of how the language is used, how it works and how to analyse it and the contexts in which it is spoken.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the 2030 agenda (<https://www.un.org/sustainabledevelopment/en/>), contributing, to some extent, to their achievement. Whenever possible, texts used in class will deal with the mentioned objectives, particularly objectives 1, 2, 4, 5, 7, 8, 10, 12, 13, 16, 17.

Students wishing to take this course should have a general knowledge of the English language (written and spoken) and at least a B1 of the Common European Framework of Reference for Languages. Classes are taught in English and students should be able to take notes and communicate in English in the classroom. Continuous work in the subject is recommended.

2. Learning results

- Communicate fluently and clearly at an intermediate-advanced level of English (oral and written) and in areas related to the business practice.
- Understand and critically interpret texts in English related to the functional areas of the company.
- Present and interpret data related to fields of business management using specific language strategies and techniques (oral and written) for this type of discourse in English.
- Use the corresponding language strategies for organizing and summarising information in oral and written texts.
- Have acquired sufficient vocabulary specific to professional business practice to be able to communicate effectively and accurately.

Given that students are recommended to start with at least a B1 level of general English (written and oral) (Common European Framework), at the end of the course, students should reach a higher level of English.

3. Syllabus

1. THE COMPANY

- Description of a company organization: hierarchy and functions
- Description of job positions and responsibilities
- Profile of a company

2. SOCIALISING AND TELEPHONING

- Greetings and introductions
- Telephone language
- Cross-cultural (mis)understanding

3. RECRUITMENT

- The process of recruitment: job offers
- The process of job application: writing a CV and a letter of application
- The job interview

4. BUSINESS CORRESPONDENCE

- International commerce transaction and its documents
- Business letters and emails
- An international commerce transaction

5. BUSINESS PRESENTATIONS

- Preparation of a business presentation
- Instruction for the presentation of a project

4. Academic activities

This course is organized as follows:

- Lectures (20 hours).
- Practice sessions (30 hours). Individual and group tasks on business-related discussions, teamwork and group interaction.
- Tutorials and assessment (outside the class) (75 hours).

The teaching methodology is planned to be face-to-face. However, if necessary for health reasons, the teaching could be delivered online or following a blended method.

5. Assessment system

A global final exam that will assess their oral and written specific English language skills (speaking, listening, reading and writing). This exam will be based on the contents and practical activities of the course and will aim to enable the students to demonstrate their communicative, written, and oral competence in the English language used in the field of economics and the economy.

The exam will consist of:

- Speaking skills: an oral presentation in groups of three or four students followed by questions. Students will be able to choose the date to deliver the presentation from these two options: either on the dates proposed by the teacher during the last week of the semester or on the official exam dates set by the Faculty (see the calendar of exams on the Faculty website). Students will choose one of these two dates by writing down their names in the corresponding time slot on a schedule sheet which will be available on Moodle. They will have to choose the date in due time, at least two weeks in advance.

- Listening, reading, and writing skills: Listening and reading comprehension, vocabulary and grammar test, and writing of texts that will include the use of the specific vocabulary and register of the English language in the context of economics and the economy.

The official hours and dates of the final exams can be found on the faculty's web page.

Correctness in oral and written production, management of content and discourse coherence, the correct use of specific vocabulary and generic conventions proper to the formal register of Business English, as well as correct pronunciation, intonation, grammar, and fluency, will be evaluated.

The assessment of oral language skills (presentation and listening) will represent 50% of the final mark. The assessment of written language skills (reading comprehension, test, and written text production) will represent the other 50% of the total mark. To pass the course it is necessary to pass both parts separately (oral and written) with a minimum of 50% in each part (5 points out of 10).

Class Participation, as well as carrying out the assignments recommended by the teachers, will be aspects to be considered when adjusting the final mark or awarding Honours.