

30639 - Foreign Language for Business (English, French or German)

Syllabus Information

Academic year: 2023/24

Subject: 30639 - Foreign Language for Business (English, French or German)

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 432 - Joint Law - Business Administration and Management Programme

ECTS: 5.0

Year: 6

Semester: First semester

Subject type: Optional

Module:

1. General information

The main goal of this subject is that the student learns to communicate in English in an appropriate way in written and oral form adapting to the audience and the purpose of the discourse in different professional contexts of the international business world.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of goals 1, 2, 4, 5, 5, 7, 8, 8, 10, 10, 12, 13, 16, 17.

Students wishing to take this subject must have a general knowledge of English (written and oral) equivalent to or higher than B1 [B1 of the CEFR](#). Classes will be taught in English and students must be able to take notes and communicate in English in the classroom. It is recommended to work on the subject on a continuous basis, which also implies attending classes regularly.

2. Learning results

The student, passing this subject, achieves the following results:

1. Communicate in English in an appropriate way at an intermediate-advanced level, in oral and written form, adapting to the business context, and emphasizing argumentation.
2. Understand and critically interpret texts in English related to the functional areas of the company.
3. Interpret and present data related to business management, using specific strategies and techniques of oral and written communication in English.
4. Use the strategies of organization and synthesis of formal and professional discourse in oral and written English.
5. To have acquired sufficient vocabulary specific to professional business practice to be able to communicate effectively and accurately effective and accurate communication.

Given that this specific English subject starts at a level of B1 (of the European Framework of Reference for Languages), at the end of the subject students will reach a level higher than this.

3. Syllabus

UNIT 1. THE COMPANY

- Types of companies
- Company organization: hierarchy, job positions, functions and responsibilities
- Profile of a company

UNIT 2. SOCIALISING AND TELEPHONING

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

UNIT 3. RECRUITMENT

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

UNIT 4. BUSINESS CORRESPONDENCE

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

UNIT 5. BUSINESS PRESENTATIONS

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

4. Academic activities

The subject is divided into the following activities:

- Participative master classes: 20 hours.
- Participative practical classes with written and oral group and individual work: 30 hours.
- Personal study and assessment tests (outside class hours): 75 hours.

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

The subject will be assessed in first and second summons by means of a global assessment.

Global Assessment:

A global test based on the contents and practical activities of the subject, consisting of:

- An oral presentation in groups of three or four students followed by questions.
- A listening comprehension test.
- A written comprehension test, grammar and vocabulary exercises.
- A test of written texts that will include the use of specific vocabulary and the use of the English language register in a business environment.

These tests will be held on the date set by the Faculty during the official examination period.

In the case of the oral presentation, students may choose to make it either in advance on dates proposed by the faculty of the subject at the end of the term, or on the official dates of each call. They may choose the date of the test in the document with dates and times available in Moodle at least two weeks before the test.

Assessment Criteria:

At both calls, correctness in oral and written presentation, discourse organisation, correct use of specific vocabulary and generic conventions of the formal register of English in the business environment, as well as correction in pronunciation, intonation, fluency and grammar, all within the intermediate level of mastery of the English language required to take the subject, will be assessed.

The oral proficiency assessment test (oral presentation and comprehension) will represent 50% of the final grade and the written proficiency assessment test (written comprehension and production) the other 50%. To pass the subject it is necessary to obtain separately in both parts (oral and written) a minimum of 50% in each part.

Class participation as well as the preparation of activities recommended by the teachers will be aspects to be valued when adjusting the grade or awarding an honor.