

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

Syllabus Information

Academic year: 2024/25

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

UNIT 5. BUSINESS PRESENTATIONS

- Preparation of a business presentation
- Trends description

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

A global final exam that will assess their oral and written specific English language skills (speaking, listening, reading, use of English 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:

- Oral presentation in groups of three or four students followed by questions.
- Listening section.
- Reading, vocabulary and grammar test section.
- Writing of specific professional texts.

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

In the case of the oral presentation and writing section, students will be able to choose a date to do the presentation or writing proposed by the teacher at the end of the semester. In the case of the writing, it will consist of a portfolio of tasks.

Assessment Criteria

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)

6. Sustainable Development Goals

- 4 - Quality Education
- 17 - Partnerships for the Goals