



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 300101 **Name:** Business English I

Credits: 6,00 **ECTS Year:** 1 **Semester:** 1

Module: Languages

Subject Matter: Business English **Type:** Compulsory

Department: Accounting, Finance, and Management Control

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English

Lecturer/-s:

301A	<u>Maria Rosario Mora Llabata</u> (Responsible Lecturer)	mr.mora@ucv.es
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Module organization

Languages

Subject Matter	ECTS	Subject	ECTS	Year/semester
Business English	12,00	Business English I	6,00	1/1
		Business English II	6,00	2/2

Recommended knowledge

Se recomienda que los estudiantes que vayan a cursar la asignatura Business English 1 tengan un nivel mínimo de B1 según el Marco Común de Referencia de Lenguas.



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Demonstrate possession and understanding of knowledge in a field of study that builds upon general secondary education, typically reaching a level supported by advanced textbooks and including aspects that involve knowledge from the forefront of the field. [RAB1]
- R2 Apply their knowledge correctly to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their field of study. [RAB2]
- R3 Be able to gather and interpret relevant data (usually within their field of study) to make judgments that include reflections on relevant social, scientific, or ethical issues. [RAB3]
- R4 Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences in both Spanish and English. [RAB4]
- R5 Demonstrate a high degree of autonomy in learning. [RAB5]
- R6 Apply the principles derived from the concept of integral ecology in their proposals or actions, regardless of the scope, area of knowledge, or contexts in which they are proposed. [RAT2]
- R7 Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, transferring them to all academic and professional activities. [RAT3]
- R8 Be able to make decisions autonomously, responsibly, and based on reason. [RAG2]
- R9 Be able to relate to and collaborate with others in a respectful, empathetic, and assertive manner, recognizing and valuing different disciplines, diversity, and interculturality, and managing conflicts that may arise constructively. [RAG7]
- R10 Be able to act with confidence and self-esteem in their field of study and professional environment, taking on the challenges and responsibilities that arise, and making autonomous and informed decisions. [RAG8]
- R11 Demonstrate commitment, responsibility, and ethics in their academic and professional environment, respecting human rights, democratic principles, the environment, and legality, assuming the consequences of their actions, and promoting equal opportunities and accessibility between men and women. [RAG9]



- R12 Be able to identify and describe the constitutive aspects of an organization (such as its goals and objectives, ownership, size, culture, structure, technology, etc.) and relate them to its operation and adaptation to the environment. [RAE2]



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5	15,00%	Objective Tests
R1, R2, R3, R4, R5, R6, R7	25,00%	Completion of Theoretical-Practical Activities
R5, R6, R7	10,00%	Class Attendance and Participation
R1, R2, R3, R4, R5	50,00%	Final Exam
	5,00%	Participation in Synchronous Communication Activities
	25,00%	Deliverable Activities
	15,00%	Periodic Evaluations Through Online Questionnaires
	5,00%	Participation in Discussion Forums
	50,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

Observations

FINAL EXAM

Students must achieve a minimum of **4 points in each skill** (Reading, Writing, Listening, Speaking, English in Use) in the final exam in order for the teachers to be able to assess the exam. Students must obtain a **minimum of 40% in each section** of the final exam in order to be eligible for summative assessment.

SINGLE ASSESSMENT – ON-SITE MODALITY

In accordance with the **General Regulations for the Assessment and Grading of Official Programmes and University-Specific Degrees of the UCV**, single assessment is linked to the inability of students enrolled in an on-site programme to attend classes. It is therefore an **extraordinary and exceptional assessment system**, which may be requested by students who, in a duly justified and documented manner, are unable to follow the continuous assessment system. Such students must submit a request to the lecturer responsible for the course, who will expressly



decide on the acceptance of the student's request for single assessment and will communicate its acceptance or rejection.

With regard to the course **Business English I**, the **minimum attendance requirement is 70%**, and the single assessment, if granted, will be structured according to **assessment criteria for the 1st and 2nd sittings**, which will be communicated to students by the lecturer.

**** Students who opt for Single Assessment will take a **final exam worth 80%** of the final grade and an **oral test worth 20%**. The content of both assessments will be communicated by the lecturer.

On-site students who request and are granted single assessment may, if they request it in advance, be **incorporated into the virtual teaching group**.

REGARDING THE USE OF AI

In the course **Business English I**, the use of certain **AI applications** is permitted for completing practical activities and for improving English.

Students may use AI for any query related to the course, including providing **prompts for writing tasks and their corrections for autonomous practice**, searching for information on topics studied in class, and for autonomous practice of **speaking and listening**, provided that the information is **verified and validated by the student**. For this purpose, the teaching staff may carry out the appropriate checks.

Students **may not use AI**:

- To record or transcribe, in whole or in part, any activity carried out in the classroom in order to obtain AI-generated summaries or notes.
- To complete the writing tasks assigned by the lecturer.
- To upload notes or any other materials authored by the teaching staff into AI tools such as ChatGPT or other non-institutional tools whose information is not hosted in controlled environments.

Citation and attribution criteria:

- Any use of AI tools must be **explicitly declared** in the submitted document, presentation, etc. (e.g., in a footnote or an appendix).
- The **name of the tool**, the **purpose of use** (e.g., grammatical revision, idea organization, writing sample), and **which part of the work** it was used in must be indicated.
- Responsible use of AI will be assessed as part of the criteria for **originality and academic honesty**.

2ND CHANCE

Students who have failed the **1st sitting** must take a **written final exam worth 80%** of the total course grade and an **oral exam worth 20%**. If a student has already passed the oral exam, this grade will be kept by the lecturer and the student will therefore not be required to repeat the oral test.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.



Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.
- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.
- M9 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M10 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M11 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.
- M12 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M13 Monographic sessions throughout the course, focused on current aspects and applications of the subject.



- M14 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.
- M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.
- M16 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M17 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M19 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.
- M20 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M1, M3, M4, M5, M7, M9, M10, M11, M19	R1, R2, R3, R4, R5, R6, R7	22,50	0,90
Practical Class M4, M6, M9	R4, R5, R6	15,00	0,60
Seminar M3, M4, M5	R1, R6	4,50	0,18
Group Project Presentation M3, M5, M7, M9	R1, R2, R3, R5, R6, R7	6,00	0,24
Tutoring M6	R3, R5	6,00	0,24
Evaluation M5, M7	R1, R2, R3, R4, R5	6,00	0,24
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M3, M5, M9	R6	30,00	1,20
Individual Work M5, M10	R1, R2, R3	60,00	2,40
TOTAL		90,00	3,60



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M11, M12, M13, M14, M15, M16	R1, R2, R3, R4, R5	4,00	0,16
Synchronous Virtual Practical Session M11, M12, M13, M19	R1, R2, R3, R4, R5, R6, R7	4,00	0,16
Synchronous Virtual Seminar and Videoconference M11, M13, M16	R4	4,00	0,16
In-person Assessment M17	R1, R2, R3, R4, R5	3,00	0,12
Group Work M12	R6	10,00	0,40
Individual Work M20	R1, R2, R3, R4	60,00	2,40
TOTAL		85,00	3,40

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M15	R5	6,00	0,24
Discussion Forums M16	R1	5,00	0,20
Continuous Assessment Activities M17	R1, R2, R3, R4, R5	54,00	2,16
TOTAL		65,00	2,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Introduction	Course Introduction
UNIT 1. Organisation	<ul style="list-style-type: none">•Vocabulary: roles and responsibilities, greetings, introductions and goodbyes.•Grammar: future forms: present simple, present continuous and be going to•Oral: making introductions and contacts at an event.•Writing: an email about future plans and arrangements
UNIT 2. Brands	<ul style="list-style-type: none">•Vocabulary: Marketing and brands•Grammar: Connectors•Oral: Giving and responding to advice. Presentations•Writing: Formal and semi-formal emails
Unit 3. Job Hunting	<ul style="list-style-type: none">•Vocabulary: Getting a job.•Grammar: Indirect questions. Past Simple and Present Perfect.•Oral: Active listening. Interviews•Writing: Covering letters
Unit 4. Business Strategy	<ul style="list-style-type: none">•Vocabulary: Collocations and Word building.•Grammar: Modal verbs: obligation, prohibition, necessity, recommendation.•Oral: offering and asking for help•Writing: reports outlining problems, reasons and results.
UNIT 5. Logistics	<ul style="list-style-type: none">•Vocabulary: logistics and word building. Agreeing and disagreeing. Negotiating•Grammar: Passive forms•Oral: Discuss controversial proposals. Negotiating.•Writing: Letter of complaint.



Unit 6. Entrepreneurs

- Vocabulary:** Running a business.Objections
- Grammar** Reported Speech
- Oral:** Dealing with objections
- Writing:** Summaries

Unit 7. Working abroad

- Vocabulary:** Running a business.Objections
- Grammar** Reported Speech
- Oral:** Dealing with objections
- Writing:** Summaries

Unit 8. Leadership

- Vocabulary:** Leadership.
- Grammar:** Relative clauses
- Oral:** Giving and responding to feedback.
- Writing:** Formal emails to inform of decisions made.

ORAL TEST

Oral tests done in pairs or groups of 3, as a part of the final assessment



Temporary organization of learning:

Block of content	Number of sessions	Hours
Introduction	2,00	4,00
UNIT 1. Organisation	3,00	6,00
UNIT 2. Brands	3,00	6,00
Unit 3. Job Hunting	3,00	6,00
Unit 4. Business Strategy	3,00	6,00
UNIT 5. Logistics	3,00	6,00
Unit 6. Entrepreneurs	4,00	8,00
Unit 7. Working abroad	3,00	6,00
Unit 8. Leadership	3,00	6,00
ORAL TEST	3,00	6,00



References

CLASS MATERIAL

Dubicka I. et al. (2018). Business Partner B1+ with Digital Resources Coursebook. Essex, Pearson Education Limited.

Evans, Lynne (2018). Business Partner B1+ with Digital Resources Workbook. Essex, Pearson Education Limited.

***Students are required to bring their own books to class.

COMPLEMENTARY BIBLIOGRAPHY

Cambridge BEC Vantage. Practice tests, Self-Study edition. Cambridge: Cambridge University Press.

Brieger, Nick (2012). English for Business: Writing. Harper Collins Publishing.

Estwood, J. (1992). Oxford Practice Grammar. Second Edition with Tests. Oxford: Oxford University Press.

Hewings, M. (2013). Advanced Grammar in Use with Answers. Cambridge: Cambridge University Press (level C1).

Mascull, B. (2002) Business Vocabulary in Use. Cambridge University Press.

Murphy, R. (1990). Essential Grammar in Use with answers. Cambridge: Cambridge University Press (level B1)

Murphy, R.; (2019). English Grammar in Use, fifth edition. Cambridge: Cambridge University Press (level B2)

Robbbins, S. (2004) Business Vocabulary in Practice. HarperCollins Publishers.