



## 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:** Inglés Aplicado a los Negocios **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> ( <b>Responsible Lecturer</b> )	mr.mora@ucv.es
301B	<u>Maria Rosario Mora Llabata</u> ( <b>Responsible Lecturer</b> )	mr.mora@ucv.es
301C	<u>Maria Rosario Mora Llabata</u> ( <b>Responsible Lecturer</b> )	mr.mora@ucv.es
	<u>Clara Gieure Sastre</u>	clara.gieure@ucv.es
30G11	<u>Clara Gieure Sastre</u> ( <b>English Responsible Lecturer</b> )	clara.gieure@ucv.es



## Module organization

### Languages

Subject Matter	ECTS	Subject	ECTS	Year/semester
Inglés Aplicado a los Negocios	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 El alumno será capaz de utilizar una amplia variedad de estructuras gramaticales de la lengua inglesa a nivel intermedio.
- R2 El alumno será capaz de leer variedad de textos escritos en lengua inglesa relacionados con el mundo de los negocios, comprenderlos de manera satisfactoria y responder a preguntas sobre ellos.
- R3 El alumno será capaz de redactar en inglés todo tipo de documentos sencillos y algunos de tipo más complejo, utilizando mecanismos de coherencia y cohesión de nivel intermedio y algunos de nivel avanzado, y una serie de vocabulario específico del mundo de los negocios.
- R4 El alumno será capaz de entender una grabación, conversación, programa de radio, etc. en lengua inglesa de nivel intermedio relativos a temas comerciales y contestar información general y específica acerca de dicha grabación.
- R5 El alumno será capaz de transmitir información e ideas a nivel oral en inglés tanto sobre temas abstractos como concretos, realizando un mínimo de errores que no obstaculizan la comprensión por parte del oyente.
- R6 El alumno será capaz de defender argumentos y negociar con compañeros de clase en lengua inglesa hasta llegar a una conclusión.
- R7 El alumno será capaz de trabajar en equipo a través de ejercicios orales o escritos en los que se debe tomar una decisión final.
- R8 El alumno será capaz de tener una visión multicultural por medio del aprendizaje de otras costumbres y culturas, para las cuales el inglés es la herramienta de comunicación común.
- R9 El alumno será capaz de utilizar las estructuras gramaticales inglesas de nivel intermedio-avanzado.
- R10 El alumno será capaz de leer textos escritos en lengua inglesa relacionados con el mundo de los negocios de nivel intermedio- avanzado y de comprenderlos de manera satisfactoria.
- R11 El alumno será capaz de redactar gran variedad de documentos específicos del mundo de los negocios en inglés, (propuestas, informes, cartas comerciales, etc.), utilizando mecanismos de coherencia y cohesión, y aplicando una amplia gama de vocabulario específico de inglés comercial.



- R12 El alumno será capaz de entender una grabación, conversación, programa de radio etc. en lengua inglesa de nivel intermedio avanzado, que sean relativos a temas comerciales, y de contestar información general y específica acerca de dicha grabación.
- R13 El alumno será capaz de transmitir información e ideas a nivel oral tantos sobre temas abstractos como concretos, realizando un número mínimo de errores que no impedirán su comprensión por parte del oyente.
- R14 El alumno será capaz de trabajar en equipo a través de ejercicios orales o escritos en los cuales se debe tomar una decisión final.
- R15 El alumno será capaz de tener una visión multicultural por medio del aprendizaje de otras costumbres y culturas, para las cuales el inglés es la herramienta de comunicación común.

## Competencias

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

	Weighting			
	1	2	3	4



## Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5, R6	15,00%	Objective Tests
R1, R2, R3, R4, R5, R6, R7, R8	25,00%	Completion of Theoretical-Practical Activities
R5, R6, R7, R8	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

#### EXAMEN FINAL

Los alumnos necesitan alcanzar en el examen final un mínimo de 4 puntos en cada una de las habilidades (Reading, Writing, Listening, Speaking, English in Use) para que los profesores puedan evaluar el examen.

Los estudiantes deben obtener un mínimo de 40% en cada sección del examen final para poder optar a la evaluación sumativa.

#### ASISTENCIA

***Acorde al artículo 9 de la Normativa General de Evaluación y Calificación de las Enseñanzas Oficiales y Títulos Propios de la UCV, el sistema de evaluación continua es el sistema preferente de evaluación en la UCV. El art. 10 permite no obstante, para aquellos estudiantes que de forma justificada y acreditada manifiesten su imposibilidad de asistencia, su evaluación con carácter extraordinario en la denominada evaluación única.***



***Dicha evaluación única deberá ser solicitada dentro del primer mes de cada semestre a Decanato de Facultad a través de los Vicedecanatos o Direcciones de Máster, compitiendo a este la decisión expresa sobre la admisión de dicha petición del alumno concernido. Cabe recordar que el alumno que no asista como mínimo al 80% de las sesiones presenciales no podrá presentarse ni a primera ni a segunda convocatoria. Los alumnos Presenciales que soliciten la evaluación única y les sea aceptada, serán incorporados en el grupo de docencia virtual, ajustándose la evaluación a lo definido para esta modalidad tanto en cuanto a los instrumentos de evaluación como a los plazos de entrega se refiere. En cuanto al porcentaje de evaluación de la participación quedará repartido de la forma que se indica en la sección 'Modalidad a Distancia'. Independientemente de que el alumno sea incorporado al grupo de docencia virtual, podrá asistir a las clases presenciales cuando le sea posible.***

## CLASS ATTENDANCE IN FACE-TO-FACE DEGREES

In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage. The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

## 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.
- M8 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.
- M9 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.
- M10 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.
- M11 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.
- M12 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M13 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M14 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.
- 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 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.



- M17 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M18 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.



## IN-CLASS LEARNING

### IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M1, M3, M4, M5, M7, M8, M9, M10, M16	R1, R2, R3, R4, R5, R6, R7, R8	22,50	0,90
Practical Class M4, M6, M8	R4, R5, R6, R7	15,00	0,60
Seminar M3, M4, M5	R1, R7	4,50	0,18
Group Project Presentation M3, M5, M7, M8	R1, R2, R3, R5, R6, R7, R8	6,00	0,24
Tutoring M6	R3, R5	6,00	0,24
Evaluation M5, M7	R1, R2, R3, R4, R5	6,00	0,24
<b>TOTAL</b>		<b>60,00</b>	<b>2,40</b>

### LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M3, M5, M8	R6, R7	30,00	1,20
Individual Work M5, M9	R1, R2, R3	60,00	2,40
<b>TOTAL</b>		<b>90,00</b>	<b>3,60</b>



## ON-LINE LEARNING

### SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M10, M11, M12, M15, M17, M18	R1, R2, R3, R4, R5, R6	4,00	0,16
Synchronous Virtual Practical Session M10, M11, M12, M16	R1, R2, R3, R4, R5, R6, R7, R8	4,00	0,16
Synchronous Virtual Seminar and Videoconference M10, M12, M17	R4	4,00	0,16
In-person Assessment M13	R1, R2, R3, R4, R5	3,00	0,12
<b>TOTAL</b>		<b>15,00</b>	<b>0,60</b>

### ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M15	R5	6,00	0,24
Discussion Forums M17	R1, R6	5,00	0,20
Continuous Assessment Activities M13	R1, R2, R3, R4, R5, R6	54,00	2,16
Group Work M11	R7	10,00	0,40
Individual Work M14	R1, R2, R3, R4, R6	60,00	2,40
<b>TOTAL</b>		<b>135,00</b>	<b>5,40</b>



## Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

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



## 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
UNIT 1. Organisation	3,00	6,00
UNIT 2. Brands	4,00	8,00
Unit 3. Job Hunting	4,00	8,00
Unit 4. Business Strategy	4,00	8,00
UNIT 5. Logistics	4,00	8,00
Unit 6. Entrepreneurs	3,00	6,00
Unit 7. Working abroad	3,00	6,00
Unit 8. Leadership	2,00	4,00
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)

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