



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 300201 **Name:** Business English II

Credits: 6,00 **ECTS Year:** 2 **Semester:** 2

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:

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Module organization

Languages

Subject Matter	ECTS	Subject	ECTS	Year/semester
Business English	18,00	Business English Certificate	6,00	3/2
		Business English I	6,00	1/1
		Business English II	6,00	2/2

Recommended knowledge

It is highly recommended that the students have at least a B1 English level (CEFR) as previous knowledge before enrolling the Legal English course. The Legal English course is an English for specific purposes B2 course and requires an independent use of the language to pursue a better learning.

An B1 independent according to the CEFR can:

- Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc.
- Can deal with most situations likely to arise whilst travelling in an area where the language is spoken.
- Can produce simple connected text on topics which are familiar or of personal interest.
- Can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.



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 The student will be able to use the grammar structures of English language at an upper-intermediate/advanced level.
- R2 The student will be able to read B2/C1 level texts in English related to the business world and understand them in a satisfactory way.
- R3 The student will be able to write documents at an intermediate-advanced level in English, using the appropriate register, specific vocabulary and mechanisms of coherence and cohesion.
- R4 The student will be able to understand a conversation/recording/radio program, etc. in both general and business English at an intermediate-advanced level and respond to information relating to that conversation.
- R5 The student will be able to orally communicate information and ideas on both abstract and concrete topics, making a minimum of errors that do not hinder the listener's understanding.
- R6 The student will be able to defend arguments and negotiate with peers until a conclusion is reached.
- R7 The student will be able to work as a team through oral or written exercises in which a final decision must be made.
- R8 The student will be able to have a multicultural vision by learning about other customs and cultures, for which English is the common communication tool.



Competencies

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

BASIC		Weighting			
		1	2	3	4
CB1	That students have demonstrated knowledge and understanding in an area of study that is at the core of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.			X	
CB2	That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.				X
CB3	That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.			X	
CB4	That students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences.			X	
CB5	That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.			X	
GENERAL		Weighting			
		1	2	3	4
CG0	Speaking well in public.				X
CG2	Adequate management of time and resources.				X
CG3	Capacity to apply knowledge into practice.				X
CG4	Capacity to handle information from different sources.			X	
CG5	Oral and written communication.				X



CG10	Basic knowledge of a second language.				X
CG15	Interpersonal relationship skills.			X	
CG16	Self-confidence and decision making.			X	
CG17	Ability to issue reports on specific company and market situations.				X
CG19	Commitment, responsibility and ethical sense.				X
CG20	Development of values related to the principles of equal opportunities between men and women, universal accessibility for people with disabilities and, in general, democratic values and a culture of peace.				X

SPECIFIC		Weighting			
		1	2	3	4
CE2	Identify the constitutive aspects of an organization (e.g. goals and objectives, ownership, size, culture, etc.).				X
CE9	Identify potential sources of useful economic information and their content.			X	
CE14	To understand the potential impact of aspects related to the macro- and microeconomic environment and its institutions on business organizations (e.g. the monetary and financial system, domestic markets)			X	
CE15	Ability to obtain, from the data, valuable information for decision making.				X
CE16	Technical understanding, writing and communication in a second language, especially in English.				X
CE18	Ability to integrate in any functional area of a company and develop different tasks related to its management.			X	
CE19	Empathy and ability to understand others.				X
CE20	Capacity for negotiation and problem-solving.			X	



Assessment system for the acquisition of competencies and grading system

In-class teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3	15,00%	Objective Tests
R1, R2, R3, R4, R5, R6	25,00%	Conduct of Theory-Practice
R1, R4, R5, R6, R7, R8	10,00%	Class attendance and participation
R1, R2, R3, R5, R6, R7, R8	50,00%	Final Exam

Observations

Class practices:: listening, Internet information searching and presentation, writing portfolio, case studies, individual or group oral presentations, activities or debates on films or videos 10%

Class attendance and participation: role-play, group debates, case studies, interactive activities 10%

Final exam: Listening 20%

Final exam: Writing 20%

Final exam: Grammar, specific vocabulary and reading comprehension 30%

Oral exam:

Oral presentation about a business topic studied in class answering questions. 10%

In order to calculate the average of the mark, the student must obtain at least a 4 in the written final exam and must hand in all the compulsory tasks set by the professor.

In the second call exam, the mark will be based only on the results of the exam, not taking into account the class tasks or class attendance and participation.

The minimum class attendance required: All students must attend a minimum of 80% of the classes. A 20% of the mark will be awarded to those students that actively participate and interact during the lessons. This is also applicable to the online learning. In special cases such as justified serious illnesses or extreme situations the professor can establish an alternative assessment after studying the case.

DEVELOPMENT OF THE SUBJECT IN SECOND AND SUBSEQUENT ENROLLMENTS:

There will be a special online group for students who are not enrolling for the first time.

The professor in charge of this group will conduct synchronous sessions and set activities and tasks on the virtual platform MOODLE.



Assessment of content and skills will be made during the examination set in the official calendar for this course.

Online teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R4, R5, R7, R8	5,00%	Attendance and participation in the activities of synchronous communication
R1, R2, R3, R4	25,00%	Conduct of deliverables
R1, R2, R3, R4	15,00%	Regular evaluations through online questionnaires.
R1, R2, R3, R4, R5, R6, R7, R8	5,00%	Participation in discussion forums
R1, R2, R3, R4, R5	50,00%	Final on-site assessment.

Observations

Final Exam 50% (consists of reading, listening, vocabulary and grammar. Students should get a 4 so that they can pass the exam.

Online debates (forum) 5% (participation is mandatory if students want to get more than a 5 in their final score)

Essay Writing 5% (posted on the platform before the day of the exam, topics will be suggested and a guideline will be taught in a synchronous session)

Class Participation 10% (Checking attendance test completion is mandatory, **if someone wants to get outstanding score, then he/she should participate in at least 10 synchronous sessions**)

Online Activities 20% (**It is mandatory to pass this subject.** The type of autonomous work will be agreed with the teacher: Pearson, Tellmemore, Cambridge online activities, etc.).

Oral exam 10% (students record their oral presentation on Kaltura or Screencastomatic, and upload it on the platform. Their face and ppt must be recorded, 10 minutes speaking, reading is not allowed).

All tasks must be completed in order to obtain the mention of distinction.

There are three chances for improving the writing tasks and the oral presentation.

The students that do not respect the deadlines will not have the right to be awarded the mention of distinction.

DEVELOPMENT OF THE SUBJECT IN SECOND AND SUBSEQUENT ENROLLMENTS:

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The professor in charge of this group will conduct synchronous sessions and set activities and



tasks on the virtual platform MOODLE.

Assessment of content and skills will be made during the examination set in the official calendar for this course.

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 | Problem solving, commentaries, summaries to hand in periodically. |
| M3 | Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge. |
| M5 | Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity. |
| M7 | Supervised monographic sessions with shared participation. |



- M9 Application of multidisciplinary knowledge.
- M11 Personalized and small group attention. Period of instruction and / or orientation conducted by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, conducting work, etc.
- M13 Set of oral and/or written tests used in initial, formative or additive assessment of the student.
- M14 Student study: Group Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M16 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M17 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M19 Groupwork sessions in the chat under supervision of the lecturer. Analysis of economic and business case studies, both real and fictitious, in order to build knowledge through the student's interaction and activity. Critical analysis of values and social commitment.
- M21 Monographic sessions though the semester, which will be aimed at current aspects and applications of the subject.
- M23 Set of written or oral tests used for the initial, formative or cumulative assessment of the student.
- M25 Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission in electronic format.
- M27 Individual support for the monitoring and orientation of the learning process. It will be carried out by a lecturer and will pursue the revision and discussion of the materials, topics, readings, tasks, etc.
- M29 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission.
- M31 Participation in discussion forums related to the subject under the supervision of the lecturer.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M3, M5, M9, M11, M13, M14, M16	R1, R2, R3, R4, R5, R6, R7, R8	18,00	0,72
Practical Class M3, M5, M9, M11, M13, M14, M16	R1, R2, R3, R4, R5, R6, R7, R8	18,00	0,72
Seminar M3, M11, M13, M16	R1, R2, R3, R4, R5, R6, R7, R8	6,00	0,24
Group Presentation of Papers M5, M13	R1, R4, R5, R6, R7, R8	6,00	0,24
Office Assistance M3, M11	R1, R2, R3, R7, R8	6,00	0,24
Assessment M5, M9, M11, M13, M14, M16	R1, R2, R3, R4, R5, R6, R7, R8	6,00	0,24
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M5, M16	R1, R2, R3, R4, R5, R6, R7, R8	40,00	1,60
Independent Work M14	R1, R2, R3, R4, R5, R6, R7, R8	50,00	2,00
TOTAL		90,00	3,60



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M1, M17, M19, M23, M25, M27, M29, M31	R1, R2, R3, R4, R5, R6, R7, R8	12,00	0,48
Synchronous Virtual Practical Session M1, M17, M19, M23, M27, M31	R1, R2, R3, R4, R5, R6, R7, R8	12,00	0,48
Seminar and Synchronous Virtual Videoconference M17, M29	R1, R4, R5, R6	6,00	0,24
On-site or Synchronous Virtual Assessment M19, M23	R1, R2, R3, R4, R5, R6, R7, R8	6,00	0,24
TOTAL		36,00	1,44

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Work M1, M25, M27	R1, R2, R3, R4	40,00	1,60
Tutorial Support Sessions M1, M17, M27	R1, R2, R3, R5, R6	6,00	0,24
Group Work M19, M29	R1, R2, R5, R6, R7, R8	20,00	0,80
Discussion Forum M31	R1, R3, R6, R7, R8	25,00	1,00
Continuous Assessment Tasks M1, M23	R1, R2, R3, R4, R5, R6, R7, R8	23,00	0,92
TOTAL		114,00	4,56



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block

Contents

BLOCK OF CONTENTS 1

UNIT 1 COMMUNICATION:

READING: A quiet word beats sending email. Financial Times

LANGUAGE: Good communicators, idioms

CAREER SKILLS: Dealing with communication breakdown

VOCABULARY: Talk about what makes a good communicator

UNIT 2 INTERNATIONAL MARKETING:

READING: Diego Della Valle: Italian atmosphere is central to Tod's global expansion

LANGUAGE: Noun compounds and noun phrases

CAREER SKILLS: Brainstorming

VOCABULARY: Marketing word partnerships

BLOCK OF CONTENTS 2

UNIT 3 BUILDING RELATIONSHIPS:

READING: How east is meeting west

LANGUAGE: Multiword verbs

CAREER SKILLS: Networking

VOCABULARY: Describing relations

UNIT 4 SUCCESS:

READING: Profile: Carlos Slim

LANGUAGE: Present and past tenses, Prefixes

CAREER SKILLS: Reaching agreement



BLOCK F CONTENTS 3

UNIT 5 JOB SATISFACTION:

READING: Marriot Hotels International / KPMG

LANGUAGE: Passives

VOCABULARY: Synonyms and word building

UNIT 6 RISK:

READING: Internationalisation risk or opportunity?

LANGUAGE: Adverbs of degree

CAREER SKILLS: Reaching agreement

VOCABULARY: Describing risk

BLOCK OF CONTENTS 4

UNIT 7 MANAGEMENT STYLES:

READING: Anna Wintour /Jim Buckmaster

LANGUAGE: Text reference

CAREER SKILLS: Presentations

VOCABULARY: Management qualities

UNIT 8 TEAM BUILDING:

READING: Recipes for team building

LANGUAGE: Modal perfect

CAREER SKILLS: Resolving conflict

VOCABULARY: Talk about working in teams

BLOCK OF CONTENTS 5

UNIT 9 RAISING FINANCE:

READING: No more easy money

LANGUAGE: Dependant prepositions

CAREER SKILLS: Negotiating

VOCABULARY: Financial terms

UNIT 10 CUSTOMER SERVICE:

READING: Customer service is changing the world

LANGUAGE: Gerunds

CAREER SKILLS: Active listening

VOCABULARY: Complaints



Temporary organization of learning:

Block of content	Number of sessions	Hours
BLOCK OF CONTENTS 1	6,00	12,00
BLOCK OF CONTENTS 2	6,00	12,00
BLOCK F CONTENTS 3	6,00	12,00
BLOCK OF CONTENTS 4	6,00	12,00
BLOCK OF CONTENTS 5	6,00	12,00



References

BASIC BIBLIOGRAPHY

Cotton,D.; Falvey,D ; Kent,S.(2012) Market Leader. Coursebook with DVD-ROM Pearson Education: Edinburgh

COMPLEMENTARY BIBLIOGRAPHY

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EASTWOOD, JOHN: (1992). Oxford Practice Grammar. Second Edition with Tests. Oxford: Oxford University Press.

EMERSON, PAUL. (2002). Business English Grammar Builder. Oxford: McMillan Education.

FLINDERS, S. & SWEENEY, S. (1996) Pair work: Conversation practice for business people. Penguin Books.

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

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

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

STRUTT, P. (2000) Market Leader. Business Grammar and Usage. Business English. Essex: Pearson Education Limited.

THOMSON A. J. & MARTINET, A. V. (1991) A Practical English Grammar. Exercises. Oxford: Oxford University Press

DICTIONARIES

The Oxford Spanish Dictionary. Editorial Oxford.

Business English Dictionary. (2007) Second Edition. Essex: Ed. Longman.



Addendum to the Course Guide of the Subject

Due to the exceptional situation caused by the health crisis of the COVID-19 and taking into account the security measures related to the development of the educational activity in the Higher Education Institution teaching area, the following changes have been made in the guide of the subject to ensure that Students achieve their learning outcomes of the Subject.

Situation 1: Teaching without limited capacity (when the number of enrolled students is lower than the allowed capacity in classroom, according to the security measures taken).

In this case, no changes are made in the guide of the subject.

Situation 2: Teaching with limited capacity (when the number of enrolled students is higher than the allowed capacity in classroom, according to the security measures taken).

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject will be made through a simultaneous teaching method combining onsite teaching in the classroom and synchronous online teaching. Students will be able to attend classes onsite or to attend them online through the telematic tools provided by the university (videoconferences). In any case, students who attend classes onsite and who attend them by videoconference will rotate periodically.

In the particular case of this subject, these videoconferences will be made through:

☒ Microsoft Teams

☐ Kaltura



Situation 3: Confinement due to a new State of Alarm.

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject, as well as the group and personalized tutoring, will be done with the telematic tools provided by the University, through:

☒ Microsoft Teams

☐ Kaltura

Explanation about the practical sessions:

The students will also have to do activities and tasks on the MOODLE platform asynchronously.



2. System for Assessing the Acquisition of the competences and Assessment System

ONSITE WORK

Regarding the Assessment Tools:

☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐ The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System:



If the teaching learning process is carried out virtually, the students must participate interactively in the classes through TEAMS, as well as interacting in the forums and tasks set on the MOODLE platform in order to be awarded the 20% of the mark.

In the case of taking the final exam online:

The final exam will be carried out through the virtual platform MOODLE and it will consists on the same tasks that the ordinary exams:

Reading & comprehension and Specific Vocabulary

Listening & comprehension

Business writing

The final oral exam will be an oral presentation recorded individually about a business topic and lasting 10 minutes



ONLINE WORK

Regarding the Assessment Tools:

☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐ The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

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