



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, Spanish

Lecturer/-s:

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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 alumnos tengan un nivel B1 de acuerdo con el Marco Común Europeo de Referencia de Lenguas (MCERL) de inglés general como conocimientos previos, ya que la asignatura de Legal English es inglés específico nivel B2 y requiere el dominio de la lengua independiente para su mayor aprovechamiento.

Con un nivel B1 de inglés general según el MCERL el alumno:

- Es **capaz de comprender los puntos principales de textos claros y en lengua estándar** si tratan sobre cuestiones que le son conocidas, ya sea en situaciones de trabajo, de estudio o de ocio.
- Sabe **desenvolverse en la mayor parte de las situaciones** que pueden surgir durante un viaje por zonas donde se utiliza la lengua.
- Es **capaz de producir textos sencillos y coherentes** sobre temas que le son familiares o en los que tiene un interés personal.
- Puede **describir experiencias, acontecimientos, deseos y aspiraciones**, así como justificar brevemente sus opiniones o explicar sus planes.



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 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]
- R2 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]
- R3 Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences in both Spanish and English. [RAB4]
- R4 Demonstrate a high degree of autonomy in learning. [RAB5]
- R5 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]
- R6 Be able to make decisions autonomously, responsibly, and based on reason. [RAG2]
- R7 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]
- R8 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]
- R9 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]
- R10 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]
- R11 Be able to integrate and manage a company, organization, or functional area, understanding its competitive and institutional positioning in the market and environment, and identifying its strengths and weaknesses, as well as the threats and opportunities it faces, to improve its performance and sustainability. [RAE6]



Assessment system for the acquisition of competencies and grading system

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

Observations

Prácticas: Listening, búsqueda e investigación en internet, writing portfolio, foros plataforma, participación en intercambio virtuales (COIL) etc. 20%

Participación en clase: Role -play, debates en grupo, ejercicios prácticos, casos, exposición oral individual o en grupo !0%

EXAMEN FINAL:

Prueba obligatoria final de comprensión auditiva (listening) 15%

Prueba obligatoria final de redacción (writing) 15%

Prueba final tipo test (grammar, vocabulary , reading comprehension) 20%

Prueba obligatoria oral 20 %

Es necesario obtener como minimo la equivalencia a un 4 en el examen final de 1ª convocatoria escrito para poder hacer media con las prácticas de la evaluación continua.

La evaluación de la 2ª convocatoria se basará en el examen unicamente.



Prueba final tipo test (grammar, vocabulary , reading comprehension) 50%

Prueba obligatoria final de comprensión auditiva (listening) 25%

Prueba obligatoria final de redacción (writing) 25%

*Solamente se tendrán en cuenta las prácticas de la evaluación continua a aquellos alumnos que las hayan realizado todas

EVALUACIÓN ÚNICA:

Acorde a la Normativa General de Evaluación y Calificación de las Enseñanzas Oficiales y Títulos Propios de la UCV, la evaluación única está vinculada a la imposibilidad de la asistencia a clase del alumnado matriculado en una titulación. Es, por tanto, un sistema de evaluación extraordinario y excepcional al que podrán optar aquellos estudiantes que, de forma justificada y acreditada, no puedan someterse al sistema de evaluación continua, y lo soliciten al profesor responsable de la asignatura, quien decidirá expresamente sobre la admisión de la petición de evaluación única del estudiante y le comunicará la aceptación/denegación.

Criterio de concesión de Matrícula de Honor:

La mención de «Matrícula de Honor» podrá ser otorgada a alumnos que hayan obtenido una calificación igual o superior a 9.0. Su número no podrá exceder del cinco por ciento de los alumnos matriculados en un grupo en el correspondiente curso académico, salvo que el número de alumnos matriculados sea inferior.

Sesiones tutoriales para alumnos de 2ª matrícula:

Los alumnos que se matriculen por segunda vez estarán en el grupo online y deberán participar activamente desde el inicio del cuatrimestre siguiendo todas las indicaciones y exigencias del profesor para poder tener una evaluación continua. Las pautas a seguir las explicará la profesora al inicio del cuatrimestre y estarán también accesibles en la plataforma virtual.

Asistencia Mínima a clase:

Para poder tener en cuenta la asistencia y participación a clase los alumnos deberán asistir a un **mínimo del 70% de las clases durante el cuatrimestre. Dicha asistencia debe ser participativa e interactiva.**

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 M3, M5, M6, M7, M10	R1, R2, R4, R5, R6, R7, R8, R9	35,00	1,40
Practical Class M3, M5, M9, M10	R2, R4, R6, R8, R9	25,00	1,00
Seminar M4, M5	R2	6,00	0,24
Group Project Presentation M3, M7, M9	R3, R7, R9	10,00	0,40
Tutoring M6	R4, R5, R9	8,00	0,32
Evaluation M7	R3, R7, R9	6,00	0,24
TOTAL		90,00	3,60

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M3, M9	R1, R2, R4	20,00	0,80
Individual Work M10	R2, R3, R5, R6, R7, R8	40,00	1,60
TOTAL		60,00	2,40



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M11	R1, R2, R4, R5, R6, R7, R8, R9	8,00	0,32
Synchronous Virtual Practical Session M12	R2, R4, R6, R8, R9	8,00	0,32
Synchronous Virtual Seminar and Videoconference M13	R2	6,00	0,24
In-person Assessment M7	R3, R7, R9	6,00	0,24
Group Work M3, M9	R2, R3, R5, R6, R7, R8	18,00	0,72
Individual Work M10	R2, R3, R5, R6, R7, R8	70,00	2,80
TOTAL		116,00	4,64

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M14, M17, M19, M20	R2, R3, R5, R6, R7, R8	20,00	0,80
Discussion Forums M15	R6	6,00	0,24
Continuous Assessment Activities M16	R4, R9	8,00	0,32
TOTAL		34,00	1,36



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
BLOQUE 1	<p>UNIT 1 COMMUNICATION: READING: A quiet word beats sending email. Financial Times LANGUAGE: Good communicators, idioms VOCABULARY: Talk about what makes a good communicator CAREER SKILLS: Dealing with communication breakdown</p> <p>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</p>
BLOQUE 2	<p>UNIT 3 BUILDING RELATIONSHIPS: READING: How east is meeting west LANGUAGE: Multiword verbs CAREER SKILLS: Networking VOCABULARY: Describing relations</p> <p>UNIT 4 SUCCESS: READING: Profile: Carlos Slim LANGUAGE: Present and past tenses, Prefixes CAREER SKILLS: Reaching agreement</p>



BLOQUE 3

UNIT 5 JOB SATISFACTION:

READING: Marriot Hotels International / KPMG

LANGUAGE: Passives

CAREER SKILLS: Cold - calling

VOCABULARY: Synonyms and word building

UNIT 6 RISK:

READING: Internationalisation risk or opportunity?

LANGUAGE: Adverbs of degree

CAREER SKILLS: Reaching agreement

VOCABULARY: Describing risk

BLOQUE 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

BLOQUE 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

Bloque 6

Distribución de actividades formativas diferentes en diferentes momentos del cuatrimestre.



Temporary organization of learning:

Block of content	Number of sessions	Hours
BLOQUE 1	6,00	12,00
BLOQUE 2	6,00	12,00
BLOQUE 3	6,00	12,00
BLOQUE 4	6,00	12,00
BLOQUE 5	6,00	12,00
Bloque 6	15,00	30,00



References

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Pilbeam, A. (2010) *Working Across Cultures* Pearson Education: Edinburgh

CEP Publishing (2020) *Business English Official Vocabulary: All the Most Important Business English Words with Detailed Explanation*

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MASCULL, B. (2002) *Business Vocabulary in Use*. Cambridge University Press MEYER, E. (2016). *The culture Map*

MURPHY, R. (2019). *Essential Grammar in Use with answers*. Cambridge: Cambridge University Press.

Solomon, C.M., & Schell, M.S. (2009). *Managing Across Cultures: The 7 Keys to Doing Business with a Global Mindset*.