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**COURSE GUIDE**

**English for Business and Technology**

**MULTIMEDIA AND DIGITAL ARTS DEGREE**

**Universidad Católica de Valencia**

**Academic Year 2023-24**

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## SUBJECT GUIDE

		<b>ECTS</b>
<b>SUBJECT: English for Business and Technology</b>		6
<b>FIELD:</b> Applied Foreign Language		
<b>Language of instruction:</b> English		
<b>Attendance Mode:</b> On-campus	<b>Year:</b> 3 <sup>rd</sup> <b>Semester:</b> 2 <sup>nd</sup>	
<b>Professor&gt;</b> Rut Muniz Calderon	<b>Department:</b> English	
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## SUBJECT ORGANIZATION

ENGLISH FOR BUSINESS AND TECHNOLOGY				Nº ECTS: 6	
Duration and temporal location within the curriculum: 3 <sup>rd</sup> year, 2 <sup>nd</sup> semester. Three biannual subjects of 6 ECTS each, distributed in 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> .					
Subjects and Courses					
Subjects		ECTS	Courses	ECTS	Course/ Semester
1. Linguistics 2. Communication 3. Applied foreign language		18	1. Documentation	6	2/1
			2. Communication Theory	6	1/1
			3. English for Business and Technology	6	3/2
COURSE GUIDE OF THE SUBJECT: English for Business and Technology					
Prerequisites: None. Intermediate English knowledge recommended					
GENERAL GOALS					
a. Learn and delve into the knowledge of advanced English grammar. b. Acquire specific technical and artistic English vocabulary, as well as related to business, in the graphic, audio-visual and multimedia environment. c. Acquire general and specific vocabulary in digital communication processes.					

CROSS-SECTIONAL COMPETENCES	Competence measuring scale			
Instrumental	1	2	3	4
01 Capacity for analysis and synthesis			x	
02 Capacity to organize and plan		x		
03 Oral and written communication in the language	x			
04 Knowledge of a second language in the workplace itself				X
05 Computer Skills for the scope of study			x	
06 Capacity to manage information. Knowing effectively learn from books and magazines, and other documentation				X
09 Decision-making		x		
Interpersonal				
15 Ethical commitment			x	

Systematic	1	2	3	4
18 Autonomous learning and motivation for learning throughout their working lives				X
19 Adaptation to new situations			x	
25 Concern for quality				X
SPECIFIC COMPETENCES				
Conceptual	1	2	3	4
E6. Relevant capacity to objective conclusions and to generate new product concepts, and generate new ideas and solutions, from research work on documentation.		x		
E8. Capacity to organize and process information that later will be included in the project.				X
E14. Understanding communication as a process, and the various constituent elements, comprising the knowledge of the specific discourses and modes of representation peculiar to the various technological and audiovisual media, while discriminating the different theories, methods and audiovisual communication problems and different languages.			x	
E20. Capacity to develop an articulated knowledge of communication, both from a historical standpoint, and also as a sociological phenomenon in evolution, while the new realities that gives the steady progress in its technological dimension.		x		

<b>Abilities</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
E5. Ability to organize, classify and index all files and materials used in the development of the project, creating documents for proper preservation or consultation. And the subsequent capacity to search and retrieval of information			x	
E10. Capacity to translate creative ideas so that it is possible to transmit in digital format	x			
E11. Capacity to adequately explain the research results in oral, written, audiovisual or digital, according to the canons of the disciplines of information and communication.				X

<b>Professional</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
E1. Capacity to perform an analysis, oral and written, of an artistic expression, mastering vocabulary, codes, movements and concepts inherent in the artistic field.			x	

<b>LEARNING OUTCOMES</b>	<b>COMPETENCES</b>
R-8 Understanding English texts and achieving comprehension exercises. Using grammatical structures in any situation either written or spoken.	1,2,3,4,5,6,9,18,19,25, E1, E5, E6, E8, E10, E11, E14, E20
R-9 Writing English texts in different formats and registers such as emails, letters, reports, statistical documents, etc.	1,2,3,4,5,6,9,18,19,25, E1, E5, E6, E8, E10, E11, E14,E20
R-10 Oral expression in English of ideas, arguments and reasoning in a justified way. Comprehension of audio and recordings in English.	1,2,3,4,5,6,9,18,19,25, E1, E5, E6, E8, E10, E11, E14,E20
R-11 Mastery of English vocabulary typical of digital communication processes	1,2,3,4,5,6,9,18,19,25, E1, E5, E6, E8, E10, E11, E14,E20

<b>ON-CAMPUS EDUCATIONAL ACTIVITIES</b>			
<b>ACTIVITY</b>	<b>Teaching-Learning Methodology</b>	<b>Relationship With Learning Outcomes for the subject</b>	<b>ECTS</b>
ON-CAMPUS CLASS	Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.	R8, R9, R10, R11	1,2

PRACTICAL CLASSES	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.	R8, R9, R10, R11	0,6
LABORATORY	Activities carried out in spaces with specialized equipment.	R8, R9, R10, R11	
SEMINAR	Supervised monographic sessions with shared participation		
GROUP PRESENTATION OF PAPERS	Application of multidisciplinary knowledge	R8, R9, R10, R11	0,2
OFFICE ASSISTANCE	Personalized and small group attention. Period of instruction and/or orientation carried out by a tutor to review and discuss materials and topics presented in classes, seminars, readings, papers, etc.	R8, R9, R10, R11	0,25
ASSESSMENT	Set of oral and/or written tests used in initial, formative or additive assessment of the student	R8, R9, R10, R11	0,15
Total			(2,4*)

INDEPENDENT WORK ACTIVITIES			
ACTIVITY	Teaching and Learning Methodology	Relationship of Course with Learning Outcomes	ECTS
GROUP WORK	<p>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.</p> <p>Work done on the university e-learning platform ( <a href="http://www.plataforma.ucv.es">www.plataforma.ucv.es</a> )</p>	R8, R9, R10, R11	1,3
INDEPENDENT WORK	<p>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.</p> <p>Work done on the university e-learning platform ( <a href="http://www.plataforma.ucv.es">www.plataforma.ucv.es</a> )</p>	R8, R9, R10, R11	2,3
Total			(3,6*)

SYSTEM FOR ASSESSING THE ACQUISITION OF THE COMPETENCES AND ASSESSMENT SYSTEM		
Assessment Tool	Learning outcomes assessed	Allocated Percentage
<p><b>Written Exam</b>  <b>(Compulsory)</b> for the student to be evaluated) The exam will have the following parts: <i>Grammar, Reading and Vocabulary, Writing and Listening</i></p> <p><i>Reading, grammar and vocabulary 20%</i></p>	R8, R9, R10, R11	50%

<i>Writing 15%</i> <i>Listening 15%</i>		
<b>Attendance and Participation in class</b> (The students will have to attend at least 80%) The 10% will be deducted from the overall mark in case the student does not follow this criterion	R8, R9, R10, R11	10%
<b>Weekly tasks</b> (proposed by the teacher to be done in the classroom or at home. All the tasks will be submitted in English)	R8, R9, R10, R11	25%
<b>Final oral presentation</b>	R8, R9, R10, R11	15%

**\*NOTE: IN ORDER TO PASS THE SUBJECT, THE STUDENT MUST OBTAIN AT LEAST 5/10 AT THE FINAL EXAM.**

**FOR THE STUDENTS OF THE NON-ATTENDING MODE, THEY WILL PRESENT THE WEEKLY TASKS BEFORE THE DEADLINE.**

#### **MENTION OF DISTINCTION:**

The mention of distinction may be awarded at the lecturer's discretion to students who have achieved a score equal to or greater than 9.0. The number of Distinctions granted will not exceed 5% of students enrolled in a subject in the corresponding academic year unless enrollment is under 20, in which case only one Distinction will be granted. (Royal Decree 1125/2003).

#### **CLASS ATTENDANCE POLICY**

According to the assessment policy of the UCV it is established by article 8 that any student who has a lower subject attendance of the 50% will not be able to take the first exam call. It will be considered as class absence the justified and unjustified ones.

Those students that have informed the professor in advance about their personal situation and it is considered by the professor a justified absence due to working reasons, overlapping subjects, serious illness, second exam calls, etc. will be excluded of this rule and will have the express permission of the professor to take the first call exam. To be excluded from the above mentioned rule it is absolutely indispensable to inform the professor at the beginning of the semester and to accept the assessment process that the professor establishes and considers more appropriate for every special case. Under no circumstances the student can appeal these situations to break the rule at the end of the semester.

Furthermore, the professor can establish as absence the repeated delayed attendance, the lack of attention in class as well as the forbidden use of mobile phones, the lack of participation in class, etc. All the previously mentioned reasons can be considered as breaking the rule and therefore considered in order not to be allowed to take the first call exam and to penalize the established percentage on class participation and attendance.

The above mentioned rule affects both the assessment percentage on class attendance and class participation as well as the evaluation of class projects and case studies that have their own assessment percentage which are all included and explained in the present course guide.

NUMBER OF SESSIONS	CONTENTS	COMPETENCES 1,2,3,4,5,6,9,18,19,25, E1, E5, E6, E8, E10, E11, E14,E20
1st session	<b>Presentation and Placement test</b>	
2nd /3rd session <b>UNIT 1</b> <b>BRANDS</b>	<b>READING</b> Building luxury brands. Financial Times <b>LISTENING:</b> An interview with a brand manager <b>CAREER SKILLS:</b> Taking part in meetings <b>VOCABULARY:</b> Talk about brand management	
4th/5th session  <b>UNIT 2</b> TRAVEL	<b>READING</b> What business travelers want <b>LISTENING:</b> An interview with a sales director of a chain hotel <b>CAREER SKILLS:</b> Making arrangements <b>VOCABULARY:</b> Talk about brand management	
6th/7th session  <b>UNIT 3</b> CHANGE	<b>READING</b> Mercedes shining star <b>LISTENING:</b> An interview with a management consultant <b>CAREER SKILLS:</b> Managing meetings <b>VOCABULARY:</b> Describing change	
8th/9th session  <b>UNIT 4</b> ORGANIZATION	<b>READING</b> A successful organization <b>CAREER SKILLS:</b> Networking <b>VOCABULARY:</b> Describing structure. Noun combinations	

10th/11th session	<b>READING</b> A new kind of campaign <b>LISTENING:</b> An interview with a marketing communications executive <b>CAREER SKILLS:</b> presentations <b>VOCABULARY:</b> Talking about advertising	
<b>UNIT 5</b> ADVERTISING		
12th/ 13th session	<b>READING</b> An inspirational story <b>LISTENING:</b> An interview with an investment director <b>CAREER SKILLS:</b> Dealing with figures <b>VOCABULARY:</b> Talk about finance	
<b>UNIT 6</b> MONEY		
14th/15th session	<b>READING</b> Culture shock <b>LISTENING:</b> An interview with the manager of a cultural training Centre <b>CAREER SKILLS:</b> social English <b>VOCABULARY:</b> Talk about business relationships. Idioms.	
<b>UNIT 7</b> CULTURES		
16th/17th session	<b>READING</b> Women at work <b>LISTENING:</b> An interview with an international recruitment specialist <b>CAREER SKILLS:</b> applying for a job <b>VOCABULARY:</b> Talk about job applications and job interviews	
<b>UNIT 8</b> HUMAN RESOURCES		
18th/19th session	<b>READING</b> Trade between China and the US <b>LISTENING:</b> An interview with an expert in negotiating <b>CAREER SKILLS:</b> Negotiating <b>VOCABULARY:</b> Talking about trade	
<b>UNIT 9</b> INTERNATIONAL MARKETS		





## MULTIMEDIA AND DIGITAL ARTS DEGREE

### REFERENCES

#### **Basic bibliography:**

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

Dignen, B. (2011) *Communicating across cultures* Cambridge: Cambridge University Press.

Emerson, P. (2002). *Business English Grammar Builder*. Oxford: McMillan Education.

Emmerson, P. (2009) *Business Vocabulary in Builder*. Oxford: McMillan Education

Farral, C.; Lindsley, M. *Professional English in Use: Marketing* Cambridge: Cambridge University Press

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

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

Murphy, R.; (1995). *English Grammar in Use*. Cambridge: Cambridge University Press.

Powell, M. (2010) *Dynamic Presentations* Cambridge: Cambridge University Press

#### **Specific bibliography:**

- Cotton, D.; Falvey, D.; Kent, S. (2016) *Market Leader. Intermediate Coursebook with DVD-ROM* Pearson Education: Edinburgh
- O'Driscoll, N. (2010) *Market Leader Marketing Book*
- Ceramella, N. 2008. *Cambridge English for the Media*. Cambridge University Press.



## Addendum to Ingles Empresarial y Tecnológico

### Degree in Multimedia and Digital Arts

Given the exceptional situation after Royal Decree 463/2020, of March 14<sup>th</sup>, declaring the “state of alarm” for the management of the health crisis situation caused by COVID-19, we proceed to present the appropriate modifications in the teaching guide to guarantee that the students achieve their learning results of the subject.

#### 1. On-site work training activities:

**All the activities planned to be carried out in a classroom in this section of the teaching guide**, as well as the personalized and group tutorials, will be carried out through the telematic tools provided by the University. In the specific case of this subject, they will be delivered through:

☒

Microsoft Teams

☐

Blackboard Collaborate Ultra

☐

Kaltura

*Clarifications concerning practical sessions:*



## MULTIMEDIA AND DIGITAL ARTS DEGREE

### 2. Competences acquisition assessment system and course grading system

Regarding the assessment instruments:

☒ No changes will be made to the assessment instruments. In the case of not being able to do the assessment tests in person, they will be done electronically through the UCVnet campus.

☐ The following modifications will be made to adapt the course assessment to online environment:

According to the Course guide		Adaptation	
Assessment instrument	% awarded	Description of proposed changes	Tool to be used

The rest of the evaluation instruments will not be modified with respect to what is stated in the Course Guide.

**Observations to the Assessment system:**

