



DEGREE CURRICULUM  
**ENGLISH FOR BUSINESS I**

Academic year 2014-15

## Subject's general information

<b>Subject name</b>	ENGLISH FOR BUSINESS I
<b>Code</b>	101304
<b>Semester</b>	1r Q Avaluació Continuada
<b>Typology</b>	Troncal
<b>ECTS credits</b>	6
<b>Theoretical credits</b>	0
<b>Practical credits</b>	0
<b>Department</b>	Anglès i Lingüística
<b>Modality</b>	Presencial
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.
<b>Language</b>	English
<b>Degree</b>	Degree in Business Administration and Management
<b>Distribution of credits</b>	Guzmán Mancho Montserrat Vives Xavier Morros Mariona Sabaté Lidia Gallego Maria Majós
<b>E-mail addresses</b>	gmancho@dal.udl.cat mvives@dal.udl.cat xavier.morros@udl.cat msabate@dal.udl.cat lgallego@dal.udl.cat mmajos@dal.udl.cat

Guzmán Mancho  
Montserrat Vives  
Xavier Morros  
Mariona Sabaté  
Lidia Gallego  
Maria Majós

## Subject's extra information

Students are recommended to have reached an A2 level of English according to the Common European Framework of Reference for Languages. It is intended that students acquire and consolidate a B1 level throughout the academic year by taking courses Business English I and II.

The assessment of the subject follows a continuous assessment. This means that the final mark is the sum of the partial notes. In the case that a student failed more than two assessment activities, the subject will be failed (a fail means that the mark is less than <3.5>). However, those students who only take the first two assessment activities (being passed or failed) will obtain a NO PRESENTAT grade. The average mark to pass the course must be 5 or more (out of 10).

This course enables students to practice oral and written skills, terminology and textual genres related to oral and written Business English semester.

During the year 2014-15, this course hosts the program DOCÈNCIA REPETIDA. This means that those students enrolled during the year 2014-15 in the subject of Business English 1 and who have failed the subject may enroll in the course again (after payment of the fees). This will entitle them to be examined again and to pass the course within the academic year. The GM will only offer 40 places and the list of students who can enroll will have to comply the following requisites:

(1) Students who have already enrolled in the subject in previous years (regardless of the final grade ) and have failed the subject of Business Inglés in the academic year 2014-15 with a mark between 3.5 and 4.9. If the number of this type of students exceeds 40 places access will be given to those students whose mark is closer to 5, being followed by those marks organized in a reverse order.

(2) new students to the subject who have failed the subject with a mark between 3.5 and 4.9. The number of places left by type-(1) students will be covered with new students to the subject and who have failed the course with a score between 3.5 and 4.9. Priority will be given to those students whose mark is closer to 5; the list will be compiled with the marks in reverse order.

In both cases, if you obtain a lower mark than 3.5 or a NO PRESENTAT you do not have the possibility of enrolling again in the course.

Students enrolled in this GM are committed to compulsorily attend 80% of classes. Non-attending 80% of the classes implies failing the subject.

The evaluation is organized in the same way as in the 1st semester: with the same activities and the same percentage distribution.

## Learning objectives

See competences

## Competences

### University of Lleida strategic competences

- Correctness in oral and written language.

### Goals

- To selection appropriate stylistic options.
- To structure a text properly depending on its communicative purpose.
- Without Translate - Organitzar adequadament un text segons el seu propòsit comunicatiu
- Without Translate - Utilitzar connectors discursius i marcadors de cohesió per estructurat un text oral i escrit

- Master Information and Communication Technologies.

### Goals

- To carry out oral and written comprehension activities using online material.

- Master a foreign language.

## Goals

- To apply different reading comprehension techniques to texts on business and economics.
- To apply different listening comprehension techniques to texts on business and economics.
- To recognise and use basic vocabulary in the business management sphere.
- Without Translate - Seleccionar les opcions estilístiques adequades
- Without Translate - Fer una presentació oral amb suport visual
- Without Translate - Utilitzar marcadors de cohesió per estructurar un text oral o escrit

## Degree-transversal competences

- Ability to criticise and be self-critical.

## Goals

- To improve the written/oral production of fellow students.

- Teamwork and leadership.

## Goals

- To produce activities following a collaborative learning methodology.

- Be able to work and to learn in an autonomous way and simultaneously adequately interact with others, through cooperation and collaboration.

## Goals

- Without Translate - Consolidar temes gramaticals proposats al programa de cada unitat

- Ability to analyse and synthesise.

## Goals

- To analyse trends based on figures and graphs.
- Without Translate - Seleccionar les opcions estilístiques adequades

## Subject contents

- Cultures (weeks 1-4)
- Corporate organization (weeks 5-8)
- International Markets and Ethics (weeks 10-16)

## Methodology

This course has a workload of 6 ECTS, equivalent to 150 working hours.

These hours are of two types:

- Classes: for a total of 60 hours, students will meet face-to-face in GG and GM classes. The methodology used is based on the premise that the student is the center of the learning process. Through an active methodology, teachers guide students to acquire skills needed to become an apprentice to achieve effective English language within the business and economics.

- Autonomous learning: for a total of 90 hours, students will conduct learning individual and group activities.

## Development plan

Weeks 1-4: Cultures

- Business topics: culture in business, intercultural issues

- Language focus: articles and nouns, modals use for advice, obligation and necessity
- Business skills: small talk, introducing others, culture briefing

Weeks 5-8: Corporate organization

- Business topics: company departments, jobs and functions
- Language focus: relatives and connectors; describing a graph
- Business skills: company profiling, understanding an organigram, describing trends

Week 9: Reading comprehension test

Weeks 10-16: International markets and ethics

- Business topics: free trade, protectionism, code of ethics, wrongdoings
- Language focus: conditionals, email conventions
- Business skills: emailing, business oral presentations

Week 17/18: Final test

## Evaluation

Week	Assessment activity	Individual / Grupal	Maximum mark (over 100)
Not yet decided	Reading Comprehension Test	Individual	20
Not yet decided	Writing test	Individual	25
Not yet decided	Oral Presentation	Individual	25
Not yet decided	Test on technical vocabulary, grammar and listening	Individual	25
Along the semester	Active participation in the GM classes	Individual	5

## Bibliography

### Obligatory bibliography

- Cotton, D. et al. (2010) *Market Leader: Business English Course Book*. Intermediate level. Harlow, Essex: Pearson, Longman.
- Stuart, S. (2008) *Recycling*. Oxford: Oxford University Press.
- Dossier of the subject (to be purchased from the Photocopy Desk)

### Secondary bibliography

- McCarthy, M. et al. (2009) *Grammar for Business*. Cambridge: Cambridge University Press.
- Mascull, B. (2008) *Business Vocabulary in Use. Intermediate*. 11th printing. Cambridge: Oxford: Oxford University Press.
- Rogers, J. (2010) *MarketLeader: Business English Practice File*. Intermediate level. Harlow, Essex: Pearson, Longman.
- Strutt, P. (2010) *MarketLeader: Business Grammar and Usage*. Harlow, Essex: Pearson, Longman.
- Strutt, P. (2010) *MarketLeader: Essential Business Grammar and Usage*. Harlow, Essex: Pearson, Longman.

### Bilingual and monolingual dictionaries of Business English

- Alcaraz, E. & B. Hughes (1996) *Diccionario de términos económicos, financieros y comerciales. Inglés-Español, Spanish-English*. Ariel: Barcelona
- *Longman Business English Dictionary* (2007) 2nd edition. Longman: Harlow, England.
- López, S. & D. Watt (2002) *Diccionario Oxford Business. Español-Inglés. Inglés-Español*. Oxford: Oxford University Press.

- *OxfordLearner's Pocket Dictionary. Dictionary of Business English* (2006) Oxford:Oxford University Press.
- WebFinance Inc. (2007-10) *BusinessDictionary.com*. See: <http://www.businessdictionary.com>

## **Grammar of General English and Vocabulary books**

- Redman, S. (1997) *EnglishVocabulary in Use: Pre-intermediate & Intermediate*. Cambridge: OxfordUniversity Press.
- Swan, M. (2005) *PracticalEnglish Usage*. Oxford: Oxford University Press.
- Swan, M. *et al.* (1997) *How English Works: A Grammar Practice Book*. Oxford: OxfordUniversity Press.

## **Websites on Business English**

- Bob Wilson's Auto-English (2005) *Free Online and Handout English exercises*. See: <http://perso.wanadoo.es/autoenglish/index.html>
- Business English Pod Ltd. (2006-10) *Business English Pod :: The Business English Podcast for Online ESLWorkplace English Training*. See <http://www.businessenglishpod.com>
- English as a Second Language Podcast (2011) *English Pod: English for Everyone*. See: [http://www.eslpod.com/website/index\\_new.html](http://www.eslpod.com/website/index_new.html)
- Vinet, D. (Bordeaux U. France) (n.y) *Principles of Economics*. See: <http://langues.u-bordeaux4.fr/ANGLAIS/DIAECONOMICS/ECO1/speechi.html>