



## DEGREE CURRICULUM

# ENGLISH FOR BUSINESS II

Coordination: MANCHO BARÉS, GUZMAN

Academic year 2020-21

## Subject's general information

Subject name	ENGLISH FOR BUSINESS II			
Code	101309			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Business Administration and Management	1	COMMON	Attendance-based
	Double bachelor's degree: Degree in Law and Degree in Business Administration and Management	1	COMMON	Attendance-based
	Grau en Administració i Direcció d'Empreses - Igualada	1	COMMON	Attendance-based
	Double bachelor's degree: Degree in Computer Engineering and Degree in Business Administration and Management	5	COMMON	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA	TEORIA	
	Number of credits	3	3	
	Number of groups	5	5	
Coordination	MANCHO BARÉS, GUZMAN			
Department	ENGLISH AND LINGUISTICS			
Important information on data processing	Consult <a href="#">this link</a> for more information.			
Language	English			
Distribution of credits	Federico Borges Eulàlia Borràs (Campus Igualada) Agnès Guardiola Guzman Mancho Diana Rodríguez			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
BORGES SAIZ, FEDERICO	federico.borges@udl.cat	6	
BORRÀS RIBA, EULÀLIA	eulalia.borras@udl.cat	6	
GUARDIOLA PASTOR, MARÍA INÉS	agnes.guardiola@udl.cat	6	
MANCHO BARÉS, GUZMAN	guzman.mancho@udl.cat	2	
RODRÍGUEZ BONET, DIANA	diana.rodriguez@udl.cat	10	

## Subject's extra information

This subject aims to contribute to the development of the communicative competence in English of the students (B1 level of the Common European Framework of Reference for Languages). Students will be able to understand and produce specialized texts, both oral and written, related to Business English.

In the event that a student documentally proves his/her inability to attend scheduled activities within the continuous assessment (because of having full-time contract, a second or subsequent enrolment in the subject, or according to the cases listed in the center's regulations), he/she may opt for a "AVALUACIÓ CONTINUADA" to validate the competences and knowledge of Business English 1. This test will consist of three parts: part (1) containing questions related to technical vocabulary, oral comprehension and reading comprehension (50% of the final grade), part (2) consists in an oral presentation (25% of the final grade), part (3) assesses professional writing (25% of the final grade). Part (1) of this assessment will be carried out on the day and in the schedule established in the calendar of evaluation of the degree for the final test of the ordinary evaluation. Parts (2) and (3) will be scheduled for Monday/Tuesday of week 18 of the semester. Given that the test is equivalent to 100% of the total assessment, students will be entitled to a RECUPERACIÓ on a day / time that will be announced (will be organized during the 19th week of the semester). The request for this assessment modality must be carried out before the established deadline (end of week 7 of the semestre) with documentary accreditation and, once done, it can not be modified. On the website of the Faculty is the document that must fill in by the students and deliver to the professor responsible for the subject via email:

<http://www.fdet.udl.cat/export/sites/Fdet/ca/.galleries/Documents/Secretaria-documents/Sollicitud-davaluacio-alternativa.pdf>

### **Information on data protection in the audiovisual register in the subject English for Business II**

In accordance with current regulations on the protection of personal data, we inform you that:

- The organisation responsible for the recording and use of the image and voice is the University of Lleida - UdL (contact details of the representative: General Secretariat. Plaza Víctor Siurana, 1, 25003 Lleida; sg@udl.cat; contact details of the data protection officer: dpd@udl.cat).
- The recorded images and voices shall be used exclusively for teaching purposes.
- The recorded images and voices shall be saved and preserved until the end of the current academic year, and shall be destroyed in accordance with the terms and conditions specified in the regulations on the preservation and disposal of administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat de Catalunya (<http://www.udl.cat/ca/serveis/arxiu/>).
- The voices and images are considered necessary to teach this subject, and teaching is a right and a duty of the teaching staff of the Universities, which they must exercise under academic freedom, as provided for in article 33.2 of the Organic Law of Universities (Ley Orgánica de Universidades) 6/2001, of December 21. For this reason, the UdL does not need the consent of the students to register their voices and images with the sole and exclusive purpose of teaching in this particular subject.
- The UdL shall not transfer the data to third parties, except in the cases strictly provided for by the Law.
- The student can access their data; request correction, deletion or portability; object to its processing and request its limitation, as long as it is compatible with the purposes of teaching, by writing to dpd@udl.cat. You can also submit a complaint to the Catalan Data Protection Authority, via a mail to its website (<https://seu.apd.cat>) or other non-electronic means.

## Learning objectives

1. To select appropriate stylistic options
2. To structure written and oral texts properly depending on its communicative purpose (business correspondence, sales pitch)
3. To carry out oral and written comprehension activities using online material
4. To apply several reading comprehension techniques to texts on business and economics (to grasp the main ideas, to practise vocabulary)
5. To apply several listening comprehension techniques to texts on business and economics (to transfer information, to comprehend the main ideas, to practise vocabulary)
6. To recognise and use basic vocabulary related to commercial correspondence and the marketing process
7. To improve the written/oral production of fellow students
8. To produce activities following a collaborative learning methodology
9. To revise grammar points autonomously
10. To analyse trends based on graphs

## Competences

COMPETENCES	LEARNING OBJECTIVES
Show correctness in oral and written language	To selection appropriate stylistic options.
	To structure a text properly depending on its communicative purpose
Have competence in information and communication technologies	To carry out oral and written comprehension activities using online material
Have competence in a foreign language	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 related to business management
Ability to criticise and be self-critical	To improve the written/oral production of fellow students
Teamwork and leadership	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	Revise grammar points autonomously
Ability to analyse and synthesise	To explain tendencies based on graphs

## Subject contents

1. Commercial correspondence
2. Brands, marketing and adverstising

## Methodology

During the academic year 2020-21 this subject will be taught in mixed mode: onsite lectures (practice) and online lectures (theory).

Students will be provided with learning materials and resources on the virtual campus to prepare their learning activities and online lectures, and those materials and resources will be commented on during the following onsite lectures.

## Development plan

### Unit 1: Commercial correspondence

- Letters of enquiry
- Reply to enquiries
- Technical vocabulary related to paying and delivery methods

### Unit 2: Brands, marketing and advertising

- Business topics: branding, product, market, corporate and product advertisement
- Business skills: sales pitch

## Evaluation

Week	Assessment	Individual / Group	Percentage
9 (19 April)	(1) Test 1. Unit 1: business vocabulary, grammar, reading and/or listening.	Individual	25%
15	(2) Writing: Commercial correspondence.	Individual	25%
17 (16 June)	(3) Test 2. Unit 2: business vocabulary, grammar, reading and/or listening.	Individual	25%
17-18	(4) Speaking presentation. Business presentation. (Day, time and classroom will be announced in due course).	In pairs	25%

- All assessed tasks (1), (2), (3) i (4) will be taken face-to-face, unless measures from ProciCat or UdL establish that assessed tasks be held online; in this case students will be given relevant information in time.
- The assessment of the subject is continuous assessment. This means that the final grade will result from the sum of the partial grades of the assessed activities. The average mark to pass the subject must be 5 or higher. Students must take the assessment activities (1), (2), (3) and (4). In the event that a student does not take all these four assessment activities, s/he will fail the subject. If the resulting mark is 5 or higher, his/her mark in the academic transcript will be FAIL 4. If the resulting mark is less than 5, s/he will have such a mark (FAIL) in his/her academic transcript. The student who only takes 50% of the (1)-(4) assessment activities will have a NO PRESENTAT as a final grade in his/her academic transcript.
- In the event that students take the WRITING test online, and the difference of the marks between the WRITING test and the SPEAKING PRESENTATION is 2.5 points higher (or more), students will have to take the WRITING test again on-site (at the UdL premises) or online with a recording camera showing his/her face all the time.
  - The grade for the WRITING test will be the mark obtained in the second (face-to-face or recorded) time taken.
  - In the event that the difference between the mark of the WRITING test taken the second time and the first time is 2.5 points or higher, the mark for the WRITING test will be <0>.
- In the event that students take TEST 1 and TEST 2 online, and the average mark of TEST 1 and TEST 2 is 3 points higher (or more) than the average mark of the WRITING test and the ORAL PRESENTATION, students will have to take TEST 1 and TEST 2 again on-site (at the UdL premises) or online with a recording camera showing his/her face all the time.
  - Grades for TEST 1 and TEST 2 will be the grades obtained the second time taken.
- According to art. 3.1 of the UdL assessment regulations, the student can not use, in any case, during the process of taking any assessed activity, means not allowed or fraudulent mechanisms. The student who uses any fraudulent means related to the test and / or carry electronic devices not allowed, will have to leave the test, and will be subject to the consequences provided in this regulation or in any other internal regulations of the UdL. Any activity that includes evidence of plagiarism or fraudulent action will be qualified with a zero.

## Bibliography

### Obligatory bibliography

- Dossier of the subject

### Secondary bibliography

- McCarthy, M. et al. (2009) *Grammar for Business*. Cambridge: Cambridge University Press.
- Mascull, B. (2008) *Business Vocabulary in Use. Intermediate*. 11th printing. Oxford: Oxford University Press.
- Rogers, J. (2010) *Market Leader: Business English Practice File*. Intermediate level. Harlow, Essex: Pearson, Longman.
- Strutt, P. (2010) *Market Leader: Business Grammar and Usage*. Harlow, Essex: Pearson, Longman.
- Strutt, P. (2010) *Market Leader: 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*. Barcelona: Ariel.
- *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.
- *Oxford Learner'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) *English Vocabulary in Use: Pre-intermediate & Intermediate*. Oxford: Oxford University Press.
- Swan, M. (2005) *Practical English Usage*. Oxford: Oxford University Press.
- Swan, M. et al. (1997) *How English Works: A Grammar Practice Book*. Oxford: Oxford University Press.