



## DEGREE CURRICULUM

# ENGLISH FOR BUSINESS II

Coordination: MANCHO BARES, GUZMAN

Academic year 2022-23

## 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/CORE	Attendance-based
	Double bachelor's degree: Degree in Computer Engineering and Degree in Business Administration and Management	5	COMMON/CORE	Attendance-based
	Double bachelor's degree: Degree in Law and Degree in Business Administration and Management	1	COMMON/CORE	Attendance-based
	Double degree: Bachelor Degree in Industrial Organisation and Logistics Engineering and Business Administration and Management	1	COMMON/CORE	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 BARES, GUZMAN			
Department	ENGLISH AND LINGUISTICS			
Important information on data processing	Consult <a href="#">this link</a> for more information.			
Language	English			
Distribution of credits	Yuliia Benderska Federico Borges Eulàlia Borràs (Campus Igualada) Guzman Mancho Diana Rodríguez Verònica Vizcaíno			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
BENDERSKA , YULIA	yuliia.benderska@udl.cat	6	
BORGES SAIZ, FEDERICO	federico.borges@udl.cat	6	
BORRAS RIBA, EULALIA	eulalia.borras@udl.cat	6	
MANCHO BARES, GUZMAN	guzman.mancho@udl.cat	0	
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VIZCAINO CABEZAS, VERONICA	veronica.vizcaino@udl.cat	6	

## 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 should be able to understand and produce specialized texts, both oral and written, related to business English.

In the event that a student gives evidence of their inability to attend scheduled activities within the continuous assessment of the course (because of working full time, or a second or subsequent enrolment in the subject, or compliance with cases listed in regulations), the student may apply for an AVALUACIÓ ALTERNATIVA / ALTERNATIVE ASSESSMENT to validate their competences and knowledge of English for Business II.

The request to be accepted to take this assessment modality must be carried out before the established deadline (end of week 7 of the term) by means of documentary evidence, and once requested, modifications will not be allowed. The document that must be filled in by students requesting this alternative assessment can be found on the website of the Business School of UdL

(<http://www.fdet.udl.cat/export/sites/Fdet/ca/galleries/Documents/Secretaria-documents/Sollicitud-davaluacio-alternativa.pdf>), and must be delivered to the professor in charge of the course via email.

This Alternative Assessment will have two calls. The first call will be held the day and time set in the assessment calendar of the degree for the continuous assessment final assignment. It will consist of three parts: Test 1 containing questions related to business vocabulary, use of English, listening comprehension and reading comprehension (40% of the final grade); Test 2 will be an oral presentation (30% of the final grade); Test 3 will assess professional writing (30% of the final grade). All three tests must be passed in order to pass the course. Since the weight of the three tests in the overall assessment is 30% of higher, students are entitled to a second call to re-take any part that has been failed, on the day and at the time and place announced in the course online setting in week 19 of the term. The final mark will be the average of passed parts in the first call and the parts taken in the second call. If any student should fail any of the texts, the grade awarded will be SUSP 3.

## Learning objectives

1. To select appropriate stylistic options
2. To structure written and oral texts properly depending on its communicative purpose (business plan, 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 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 graphically-represented information

## Competences

- CT1-Correct oral and written expression
- CT2-Knowledge of a foreign language
- CT3-Full command of ICT
- CG1-Skills in analysis and synthesis
- CG3-Capacity for criticism and self-criticism
- CG5-Capacity for autonomous learning and teamwork

## Subject contents

1. A holistic approach to marketing
2. The marketing plan: SWOT analysis
3. The marketing plan: objectives, types of qualitative and quantitative research
4. The marketing plan: strategies
  - 4.1. Development of new products
  - 4.2. Establishment of the product price
  - 4.3. Selling points
  - 4.4. Promotion
5. The marketing plan: executive summary
6. Sales pitch of products

## Methodology

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

These hours are of two types:

- Classes: around 47 hours. 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 business and economics.
- Autonomous learning: around 103 hours, students will conduct autonomous learning activities.

## Development plan

Week	Description
Week 1 06/02/2023 - 10/02/2023	Placement test Unit 1 to 6 - Use of English and Vocabulary
Week 2 13/02/2023 - 17/02/2023	Unit 1 to 6 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Listening
Week 3 20/02/2023 - 24/02/2023	Unit 1 to 6 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Listening

Week 4 27/02/2023 - 03/03/2023	Unit 1 to 6 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Listening
Week 5 06/03/2023-10/03/2023	Unit 1 to 6 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Listening
Week 6 13/03/2023-17/03/2023	Unit 1 to 6 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Listening
Week 7 20/03/2023-24/03/2023	Unit 1 to 6 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Listening
Week 8	EXAM WEEK
Week 9 11/04/2023-14/04/2023	Unit 7 - (PRODUCTIVE SKILLS) - Writing (RECEPTIVE SKILLS) - Reading and Listening
Week 10 17/04/2023-21/04/2023	Unit 7 - (PRODUCTIVE SKILLS) - Writing (RECEPTIVE SKILLS) - Reading and Listening
Week 11 24/04/2023-28/04/2023	Unit 7 - (PRODUCTIVE SKILLS) - Writing (RECEPTIVE SKILLS) - Reading and Listening
Week 12 01/05/2023-05/05/2023	Unit 8 - (PRODUCTIVE SKILLS) - Speaking (RECEPTIVE SKILLS) - Reading and Listening
Week 13 08/05/2023-12/05/2023	Unit 8 - (PRODUCTIVE SKILLS) - Speaking (RECEPTIVE SKILLS) - Reading and Listening
Week 14 15/05/2023-19/05/2023	Unit 8 - (PRODUCTIVE SKILLS) - Speaking (RECEPTIVE SKILLS) - Reading and Listening
Week 15 22/05/2023-26/05/2023	Unit 8 - (PRODUCTIVE SKILLS) - Speaking (RECEPTIVE SKILLS) - Reading and Listening

## Evaluation

Week	Assessment	Individual / Group	Weight
8 (28th March)	(1) Test 1 on business English vocabulary, grammar, reading and/or listening comprehension	Individual	20%
9	(2) Writing assignment 1	Individual	15%
18 (13th June)	(3) Test 2 on business English vocabulary, grammar, reading and/or listening comprehension	Individual	20%
18	(4) Writing assignment 2	Individual	10%
To be determined	(5) Speaking	Individual	25%
During the term	(6) Compilation of assessment activities in class	Individual	10%

**The assessment of the subject is continuous assessment.** This means that the final grade will be the average of the partial grades of the assessed assignments, according to their weight. The average mark to pass the subject will be 5 or higher out of 10.

Assessed assignments (1), (3), (5) and (6) will be taken onsite. The writing assignments (2) and (4) will be submitted to the Virtual Campus.

Students just taking ONE of the assessed assignments (1), (2), (3), (4) or (5) will have a NO PRESENTAT as a final grade in his/her academic transcript.

Test (6) *Compilation of assessment activities in class* will take place randomly. Four activities will be collected during class sessions. Students missing those class sessions will only be allowed to take any of the activities with due valid certification. The weight of each activity for the continuous assessment is the following: Activity 6.1 (2%), Activity 6.2 (%), Activity 6.3 (3%) and Activity 6.4 (3%).

Should the lecturer/professor consider a submitted assignment to be of dubious authorship, based on the student's previous work, or the absence of it, the student may be asked to take onsite a new assignment with the same features. If this new assignment showed different authorship, or substantial differences in execution, the lecturer/professor would either award the mark obtained in the onsite assignment or award any other mark with a penalization for the student's fraudulent conduct.

Following 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 assignment with evidence of plagiarism or fraudulent behaviour will be graded zero <0>. This will also result in a mark of zero <0> for the subject, as per regulations in *Normativa de l'Avaluació i la Qualificació de la Docència en els Graus i Màsters de la UdL* (3.1.10). In addition, the subject lecturer or professor will inform the student and will issue a report to the head of the department.

## Bibliography

### Compulsory bibliography

- Dossier of the subject

### Secondary bibliography

- McCarthy, M. et al. (2009) *Grammar for Business*. Cambridge: Cambridge University Press.
- Maccull, 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.