



DEGREE CURRICULUM

ENGLISH FOR BUSINESS II

Coordination: MANCHO BARES, GUZMAN

Academic year 2023-24

Subject's general information

Subject name	ENGLISH FOR BUSINESS II			
Code	103309			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Business Administration and Management	1	COMMON/CORE	Attendance-based
	Doble titulació: Grau en Enginyeria en Organització Industrial i Logística i Grau en Administració i Direcció d'Empreses	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	1		1
Coordination	MANCHO BARES, GUZMAN			
Department	FOREIGN LANGUAGES AND LITERATURES			
Important information on data processing	Consult this link for more information.			
Language	English			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
BORRAS RIBA, EULALIA	eulalia.borras@udl.cat	6	
MANCHO BARES, GUZMAN	guzman.mancho@udl.cat	0	

Subject's extra information

This subject aims to contribute to the development of the communicative competence in English of the students at a 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 (according to UdL's regulation), he/she may opt for a "AVALUACIÓ ALTERNATIVA" to validate the competences and knowledge of Business English 1. This test will consist of three parts: Test (1) with questions on technical vocabulary, use of English, oral comprehension and reading comprehension (40%); Test 2 (2) consists in an oral presentation (30%); and Test (3) assesses professional writing (25%). The three tests must be passed to pass the subject. Test (1) 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 three tests weigh 30% or more of the global assessment, students will be entitled to a RESITTING on a day / time that will be announced on SAKAI (will be organized during the 19th week of the semester). The final grade will result from the application of the percentage weighting to the tests passed in the first test sitting and the resitting. If any of the tests are failed, the final mark will be SUSP 3 on the student's transcript of records. The request for this assessment modality must be carried out before March 20, 2024 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 I

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.

We remind you that the recordings and other contents of the CV are protected by the intellectual and industrial property rights of the University of Lleida, in accordance with the clause included in the "Legal notice", visible on all websites, owned by the UdL

Learning objectives

1. To select appropriate stylistic options
2. To structure written and oral texts properly depending on its communicative purpose
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 produce activities following a collaborative learning methodology
8. To revise grammar points autonomously
9. 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

- Business topics: branding, product, place, price, promotion
- Business Language focus: sections of a marketing plan, formulaic language, numbers, verbs to describe variation and tendencies
- Business skills: writing a marketing plan, sales pitch, graph description

Week	Descripció
Week 1 05/02/2024 - 9/02/2024	Placement test Unit 1 to 5 - Use of English and Vocabulary
Week 2 12/02/2023 - 16/02/2024	Unit 1 to 5 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Listening

Week 3 19/02/2024 - 23/02/2024	Unit 1 to 5 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Writing
Week 4 26/02/2024 - 01/03/2024	Unit 1 to 5 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading, Listening and Writing
Week 5 04/03/2024-8/03/2024	Unit 1 to 5 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Writing
Week 6 11/03/2024-15/03/2024	Unit 1 to 5 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading, Listening and Writing
Week 7 18/03/2024-22/03/2024	Unit 1 to 5 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Writing
Week 8 02/04/2024-05/04/2024	Unit 1 to 5 Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading, Listening and Writing
Week 9	EXAM WEEK
Week 10 15/04/2024-19/04/2024	Unit 1 to 5 - Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading and Writing
Week 11 22/04/2024-26/04/2024	Unit 1 to 5 Use of English and Vocabulary (RECEPTIVE SKILLS) - Reading, Listening and Writing
Week 12 29/04/2024-03/05/2024	Unit 6 - (PRODUCTIVE SKILLS) - Speaking (RECEPTIVE SKILLS) - Reading and Listening
Week 13 06/05/2024-10/05/2024	Unit 6 - (PRODUCTIVE SKILLS) - Speaking (RECEPTIVE SKILLS) - Listening
Week 14 13/05/2024-17/05/2024	Unit 6 - (PRODUCTIVE SKILLS) - Speaking (RECEPTIVE SKILLS) - Listening
Week 15 20/05/2024-24/05/2024	Unit 6 - (PRODUCTIVE SKILLS) - Speaking (RECEPTIVE SKILLS) - Listening

Evaluation

Type	Assessment system	Individual / Group	Percentage	Week
Test	(1) Test on business and economics vocabulary, use of English, reading comprehension and/or listening comprehension	Individual	35%	9
Writing	(2) Submission of writing task	Group	10%	10
	(3) Assessment of writing	Individual	15%	17
Speaking	(4) Assessment of speaking	Group (individual marking)	25%	15
Test	(5) Resitting of Test 1	Individual	--	19
Trabajo de aula	(6) Collection of assessed activities	Individual	15%	Throughout the semester

- The following assessment tests will be face-to-face: (1), (3), (4), (5) --if applicable-- and (6). Test (2) consists of a submission onto the Virtual Campus.
- The assessment of the subject is continuous assessment. This means that the final grade will result from the weighting of the grades of the assessed activities. The average mark to pass the subject must be 5 or higher.
- *No Presentat Policy (NP)*: the NP grade will be assigned whenever a student submits or takes any of the assesment activities weigh less than 50% of the overall grade of the subject.
- If a student needs to resit Test 1, the maximum mark for this test will be 6.
- Test (6) "Collection of assesed activities" will be administered randomly during the semester in person. 4 activities will be collected during the class session, and they can only be made up for in the case of presenting the appropriate medical or legal justification sent by email to the subject teacher no later than one week after having administered the test. The grade for each activity will weigh 3.75% of the overall grade of the subject.
- In accordance with the Regulations for the Teaching Assessment and Qualification in the UdL's degrees and masters

programmes,

- the student may not, under any circumstances, use unauthorized means or fraudulent mechanisms during the assessment tests. The student who uses any fraudulent means related to the test and / or brings electronic devices that are not allowed, will have to leave the exam or the test, and will remain subject to the consequences provided for in these regulations or in any other internal regulations of the UdL;
- in the event of academic fraud or spontaneous copying, the provisions of the Regulations will apply.
- Article 43 of the UdL Coexistence Regulation describes the applicable sanctions, which include, among others and depending on the seriousness of the fault, the loss of the right to be assessed for the subject, the loss of registration of one semester or one year or expulsion for up to three years.

Bibliography

Compulsory 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.