

BASIC DETAILS:

Subject:	ENGLISH FOR BUSINESS I		
Id.:	32253		
Programme:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
Module:	MÓDULO TRANSVERSAL		
Subject type:	MATERIA BASICA		
Year:	1	Teaching period:	Segundo Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	66	Individual study:	84
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:	MOSS , SARAH LOUISE (T) MONTTOYA REYES, ANA	Email:	slmoss@usj.es amontoya@usj.es

PRESENTATION:

English for Business I is a transversal subject in the Business Administration degree programme, therefore, the topics covered will be directly related to other subjects you are studying in the degree programme. The topics of the course focus on four key areas in Business Administration: Business Organisation; Marketing; Management and Human Resources and Economics. You will study these topics through an interactive and communicative approach involving Project Based Learning. The objective of this course is to develop confidence and fluency using English in business related contexts with a clear focus on the four main study skills: reading and listening comprehension of business related texts, writing practice with business related topics and oral communication within business settings.

Class participation is essential and you are expected to participate actively in class in order to improve your oral communication skills, listening comprehension, reading and writing skills. Classes will be interactive and consist of projects centered around the four key topics with a specific focus on pair and group work and learning how to use the specific English skills you will need for other subjects taught through English and for your future profession. You will be required to carry out group projects and present findings to the class in the same way you would be required to do when working in a real business environment. Throughout the course you will be encouraged to expand your business English vocabulary considerably.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Ability to analyse and summarise information from several sources.
	G02	Creative and efficient resolution of problems that arise in day-to-day, in order to ensure the highest levels of quality of professional work.
	G03	Ability to organise and plan the work in the context of continuous improvement.
	G04	Use of information and communication technologies.
	G05	Ability to work effectively in interdisciplinary teams, integrating and participating in scientific and professional teamwork, contributing ideas and respecting and valuing the diversity of views of other team members.
	G06	Ability to incorporate ethical principles into the professional culture, giving priority to ethical commitment to customers and society.
	G07	Ability to work in an international context and innovate and adopt new approaches used in other national contexts.
	G09	Oral and written communication in English in academic and professional contexts.
	G10	Ability to apply the acquired knowledge, adapting it to the needs and special features of each situation and person.
	G11	Ability to come up with new ideas (creativity).
	G13	Ability to develop learning strategies throughout life to be able to acquire new knowledge, by developing their own academic and professional path.
	G14	Oral and written communication in native language and in English, according to the needs of their field of study and the demands of their academic and professional environment.
	G15	Ability to establish and meet the most appropriate quality criteria and apply methodologies and work strategies geared towards continuous improvement.
	G16	Ability to assimilate concepts of a social and humanistic nature into a comprehensive university education to enable the development of ethical values such as solidarity, multiculturalism, equality, commitment, respect, diversity, integrity, etc.
Specific programme competences	E01	Understand the specific aspects of the operation, management and control of the different functional areas of the company.
	E02	Know and understand the local, national and international socio-economic context in which the companies operate and be able to interpret its impact on them.

	E03	Ability to apply the acquired knowledge of the functional areas of the company and the socio-economic environment.
	E04	Ability to identify related variables and understand their impact on business organisations.
	E09	Appreciate how the domestic and international financial markets operate.
	E13	Know the decision making processes in terms of policy and business strategy.
	E14	Understand the principles of business ethics and be able to design scenarios in which these principles can be put into business practice.
	E15	Propose, plan and lead business innovation projects that ensure the competitiveness of the company.
Learning outcomes	R01	Communicate effectively in English in a business environment
	R02	Use appropriate expressions and vocabulary in English.
	R03	Acquire skills in oral, written and reading expression.
	R04	Analyse and discuss business issues using English.

PRE-REQUISITES:

Students enrolling on this course should preferably have a B1 level in English. Those students with a lower level should try their best to reach the required level, by enrolling in workshops and/ or course provided by IML or through their own private study.

Please consult your teacher during tutorial sessions on what you can do to improve your language skills.

SUBJECT PROGRAMME:

Subject contents:

1 - Introduction to Business
1.1 - The business of business
1.2 - Types of businesses
1.3 - Company Organization
1.4 - Company Structure
1.5 - Status within an organisation
2 - Marketing
2.1 - Introduction to Marketing
2.2 - Marketing strategy
2.3 - Brands and Products
2.4 - Marketing your product
3 - Management and HR
3.1 - What is leadership and management?
3.2 - Work and motivation
3.3 - Recruitment and Job interviews
4 - Economics
4.1 - What is Economics?
4.2 - The economy
4.3 - Money
4.4 - External influences

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

Classes are conducted exclusively through English. Students are expected to participate in class and in all class-related activities in English. Although this may be difficult for students at the beginning of the course, their linguistic competence will improve rapidly through active participation. Classes are practical and communicative. Many class activities will be conducted in pairs and groups in the format

of information gaps, debates, project preparation, problem solving, simulations, presentations, etc. This approach enables maximum student participation and talking time in class. It also encourages cooperative learning and meaningful interaction between students and the development of professional competences.

Tutorials

Students are encouraged to avail of tutorial sessions as during these sessions, students can ask questions, clarify concepts, ask for additional bibliography, etc. Some tutorial time will be devoted to assistance with group work. Your lecturer will inform you about tutorial times.

Independent Study

Students are expected to complete all independent study tasks. These tasks are focused on the development of reading, writing and listening skills along with vocabulary extension. All tasks must be completed as they will be evaluated directly or indirectly (through participation, individual work or group work). It is therefore very important to check the PDU every week to know the submission dates.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	10
	Other theory activities	2
	Practical exercises	9
	Practical work, exercises, problem-solving etc.	9
	Debates	6
	Coursework presentations	2
	Films, videos, documentaries etc.	3
	Workshops	10
	Participation in seminars, conferences etc.	2
	Other practical activities	5
	Assessment activities	6
	Extra-curricular activities (visits, conferences, etc.)	2
Individual study	Tutorials	4
	Individual study	10
	Individual coursework preparation	18
	Group coursework preparation	20
	Project work	10
	Research work	12
	Compulsory reading	8
	Extra-curricular activities (visits, conferences, etc.)	2
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Written tests:	25 %
Individual coursework:	25 %
Group coursework:	15 %
Final exam:	30 %
Self study tasks:	5 %
TOTAL	100 %

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

Cotton, Falvey, Kent. Intermediate Market Leader. Essex, England: Pearson Longman, 2012
Mackenzie, Ian. Professional English in Use. Cambridge: CAMBRIDGE UNIVERSITY PRESS 2006
Walker, Carolyn. English For Business Studies. Reading, England: Garnet Publishing, 2008
Roberts, Mark. English for Economics in Higher Education. Reading, Garnet Publishing, 2012.

Recommended bibliography:

Emmerson, Paul. Business Vocabulary Builder. Macmillan, 2009.
Emmerson, Paul. Email English, Macmillan, 2004.
Mascull, B. Business Vocabulary in Use. Cambridge, Cambridge University Press, 2002.
Robbins, Sue. Collins Cobuild Business Vocabulary in Practice. Collins Cobuild, 2006.
Trappe, Tonya. Intelligent Business. Intermediate. Pearson Longman, 2012.
Strutt, Peter. Market Leader Essential Business Grammar and Usage. Harlow. Pearson Longman, 2010.
O'Driscoll, Nina. Market Leader Marketing. Harlow Pearson Longman, 2010.

Recommended websites:

BBC Business English	http://www.bbc.co.uk/worldservice/learningenglish/general/
Business English exercises	http://www.businessenglishsite.com/general-business-english.html
Business English exercises	http://www.better-english.com/exerciselist.html
Business English exercises	http://www.nonstopenglish.com/all Exercises/business_english/
Business English Pods	https://www.youtube.com/user/bizpod?gl=GB
Podcasts Business English	http://www.china232.com/business_english/podcasts.php
Vocabulary for Business English	http://www.learn-english-today.com/business-english/A-business-english-contents.html