BASIC DETAILS:

Subject:	ENGLISH FOR BUSINESS II
Id.:	32267
Programme:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)
Module:	MÓDULO TRANSVERSAL
Subject type:	OBLIGATORIA

Year:	2	**Teaching period:**	Segundo Cuatrimestre
Credits:	6	**Total hours:**	150
Classroom activities:	64	**Individual study:**	86
Main teaching language:	Inglés	**Secondary teaching language:**	Castellano
Lecturer:	MONTERO AMENEIRO, LIDIA MARIA (T)	**Email:**	lmmontero@usj.es

PRESENTATION:

As second year students with the English language level B1-B2 you have gained in English for Business I and with the experience you now have of the role English plays in other subjects, the objective of this course is to foster fluency in spoken and written English at the B2 level. English for Business II aims to build on the skills and competences acquired by working on and developing the language skills (speaking, listening, reading, writing, grammar and vocabulary) you will need to work and interact within business contexts.

The course is divided into five blocks:

1. Management Across Cultures: intercultural communication in business contexts

2. Banking

3. Finance and Company Performance

4. Describing Change: graphs and trends

5. Corporate Social Responsibility

The blocks gradually progress from simpler to more complex language-based tasks. At the end of each block, you will be required to apply the language learnt to complete an individual or group task or project. The main objective of this course is to improve your language fluency without ignoring the importance of accuracy; therefore, practice exercises in the Use of English will be used throughout the course in order to help you learn and apply grammar structures. Writing tasks include business reports and describing graphs. Debates on business topics and oral presentations are desgined to help students more effective and confident speakers. As this subject is transversal, what you learn can be applied in other subjects which are taught through English.

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	Analyse and discuss business issues using English.
	R02	Acquire skills in oral, written and reading expression.
	R03	Use appropriate expressions and vocabulary in English.
	R04	Communicate effectively in English in a business environment.

PRE-REQUISITES:

You are expected to be familiar with:

- essential English structures (use of tenses, gerunds, infinitives, article use, conditionals, relative clauses, and other frequent grammatical structures)
- skimming and scanning reading techniques;
- identifying meaning from the context;
- extracting ideas (main and sub) from a reading/ audio;
- writing at paragraph level;
- different professional writing formats (emails, reports)
- ways to organize/ classify your ideas and give presentations

SUBJECT PROGRAMME:

Observations:

The course is divided into five blocks:

1. Management Across Cultures: intercultural communication in business contexts

2. Banking

3. Finance and Company Performance

4. Describing Change: graphs and trends

5. Corporate Social Responsibility

Subject contents:

1 - Management across Cultures: Intercultural Communication in Business Contexts
1.1 - Cultural Models and Management Styles
1.2 - Factors affecting intercultural communication in business contexts

1.3 - Corporate Culture
2 - Banking
2.1 - Introduction to Banking Institutions
2.2 - Personal Banking and Banking Services
3 - Finance and Company Performance
3.1 - Financial Centres
3.2 - Financial Statements: key terms
4 - Describing change: graphs and trends
5 - Social Responsibility
5.1 - CSR: Key terms and concepts
5.2 - Sustainable Development

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.

Learning activities:

Week		Unit/Block/Theme	Classroom sessions	Hours	Individual study activities	Hours
1	02/02/2026	1. Management across Cultures: Intercultural Communication in Business Contexts	Introduction to the course, syllabus overview., Introduction to Management across cultures, class activities on intercultural competence and its implications in business. Required Reading 1.	4	Review syllabus, take note of any doubts/ questions you may have on course work and course evaluation. Prepare Required Reading 2 (to be assigned).	5
2	09/02/2026	1.1.Cultural Models and Management Styles	Discussion on Required Reading 2; Case study on managing across cultures; Use of English. **Instructions for Individual Work and Group Work.**	4	USE of English: practice. Reading Comprehension Task on Required Readings 1 and 2.	5
3	16/02/2026	1.2.Factors affecting intercultural communication in business contexts	Intercultural Teams. Listening/ Video task. Use of English tasks. Required reading and translation practice: corporate culture.	4	Use of English practice exercises.	5
4	23/02/2026	1.3.Corporate Culture	Corporate Culture and Management Styles: types and examples. Impact of globalization on organisational culture. Required reading. Translation practice.	4	Use of English and revise key vocabulary.	5
5	02/03/2026	2.Banking 2.1.Introduction to Banking Institutions	Oral Summaries: corporate culture. Introduction to banks. Types of Banking Institutions. Use of English word partnerships, dealing with figures. **Written Test 1.**	4	Review readings related to banking; take note of key vocabulary. Complete Translation task. Prepare Required Reading Task 2: Banking and Describing Company Performance.	5
6	09/03/2026	2.2.Personal Banking and Banking Services	Personal banking and banking services. Required Reading Comprehension task: Banking and describing company performance. **Group Work Presentation 1.**	4	Prepare Self-Study Tasks assigned.	5
7	16/03/2026	3.Finance and Company Performance	Language used to describe trends and change: time expressions, present trends, trends that began in the past and have reached an end point. Different types of graphs: main features, Selecting and Reporting Data.	4	Prepare Self-Study tasks assigned.	5
8	23/03/2026	3.1.Financial Centres	Introduction to finance and company performance: key terms, useful language.	4	Use of English and vocabulary. Reading comprehension.	5
9	30/03/2026	3.2.Financial Statements: key terms	Financial statements: key documents and terms. **Written Test 2.**	4	Revise language structures used in documents to describe financial performance. **Written Test 2.**	4
10	06/04/2026	4.Describing change: graphs and trends	Listening comprehension and practice. **Group Presentation 2.**	0	Revise language and structures used to describe different types of graphs.	2
11	13/04/2026	3.2.Financial Statements: key terms	*EASTER WEEK*	4	Revise language structures to describe changes and trends (verbs of change, tenses, specific terms).	5

12	20/04/2026	4.Describing change: graphs and trends 5.Social Responsibility	Describing specific changes (downward/ upward trends): common adjectives and adverbs. Introduction to CSR. What is CSR? Required Reading	4	Describing graphs. Use of English exercises.	5
13	27/04/2026	5.Social Responsibility	Introduction to CSR. What is CSR? Required Reading. Reporting from other sources (summarising and paraphrasing) Required reading. Translation practice.	4	Corporate Social Responsibility. Revise vocabulary: CSR.	5
14	04/05/2026	5.1.CSR: Key terms and concepts	Writing practice: revising standard report format, linking ideas in formal reports, avoiding repetion. Language practice on structures for expressing cause and effect.	4	Reading, use of English, grammar.	5
15	11/05/2026	5.2.Sustainable Development	Instructions for writing fact sheets. Debate: sustainable development. **Group Work Presentation 3.**	4	Reading, grammar.	5
16	18/05/2026	5.2.Sustainable Development	Sustainable Development reading comprehension and listening. Vocabulary. **Indvidual Work hand in and oral assessment (interview).**	4	**Individual Work Oral Presentation.**	5
17	25/05/2026		**Examination period.**	2	Independent Study.	5
18	01/06/2026		**Examination period (exam date pending).**	2	Independent study	5
			TOTAL CLASSROOM HOURS:	64	**TOTAL INDIVIDUAL STUDY HOURS:**	86

Observations for students exempt from compulsory attendance due to special circumstances:

Students who are unable to attend 80% of classes during the semester due to justified reasons (previously communicated to the Programme Coordinator) will have to get in contact with the lecturer by **20th February**.

They will be required to follow the progress of the subject by doing the reading and case work (both individual and group work) which will be indicated on the **PDU**. **Failure to pass this coursework with a minimum mark of 5 out of 10 will imply not being able to sit the final exam**. The remaining % will be determined by sitting the final exam.

The mark of the final exam will have to be of at least 5 to be able to average out with the practical part (continuous assessment). **Students who fail the subject will have to retake the exam in July for the whole subject (practical and theoretical)**. Students will sit exams **on the same day and time** as all other students of the subject.

Each particular case will be analysed to design a learning strategy and related individualized activities that guarantee the achievement of the stated objectives. In these cases the student will have to attend the tutorials previously agreed with the lecturer. In the event that the student does not contact the lecturer on the indicated date, he or she may lose the right to be evaluated on first call by having exceeded the absences allowed (20%).

Those students who have been exempt from compulsory attendance **will be assessed with the same criteria as attending students**. Students will only be allowed to be exempt from class attendance when absence has been **justified and agreed**.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

Classes are conducted exclusively in English and are highly practical. Different teaching methods will be used, including project based learning which will be supported with the communicative approach to teaching English with a strong focus on interaction.

The **integration of speaking, listening, reading and writing** is very important as this is the basis of realistic communication. Some of the activities used will center on simulations, problem solving, discussions, opinion stating, and information exchange. Students are expected to actively participate in debates and case studies. Understanding business related texts will be an important part of the course and students are required to read critically and share opinions. Writing tasks include translations, persuasive essays, and reports. Lecture note-taking will be practised in order to improve your ability to follow lectures in other subjects.

Participation in English is expected of you in all class-related activities (emails, tutorials..). Although this might be difficult at the start, your linguistic competences will develop rapidly.

Integration of English language in the subject:

The subject will be taught in **English**. The material provided and the lectures will also be in English.

Internationalisation is one of the main objectives of CESUGA. The teaching staff will be gradually introducing materials, texts, audio-visual media and other content through English in the subjects they teach. This course of action is included in the principles of the European Area of Higher Education (EAHE). The aim is for students to naturally and effectively use English in authentic situations while studying subjects included in their degree programs. Exposure to the English language forms an intrinsic part of each degree programme's plan of studies.

All activities in this subject will be carried out in **English**. These activities can be seen in the provisional activity plan and are marked: basically oral presentations, writing abstracts, use of sources in English, etc.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	10
	Other theory activities	6
	Practical exercises	20
	Practical work, exercises, problem-solving etc.	20
	Coursework presentations	2
	Assessment activities	6
Individual study	Tutorials	2
	Individual study	20
	Individual coursework preparation	20
	Group cousework preparation	20
	Project work	12
	Research work	12
	Total hours:	150

ASSESSMENT SCHEME:

Calculation of final mark:

Written tests:	30	%
Individual coursework:	20	%
Group coursework:	15	%
Final exam:	35	%
TOTAL	100	%

Specific assessment criteria

The **evaluation system on second call will be identical to that of first call, with the same percentages**. It is compulsory to pass the theoretical exam of this call. All those students, therefore, who do not pass the subject in the first call will be either because they did not pass the final exam, or because even if they did, did not reach the minimum **grade of 5 in the sum** of the corresponding percentages. The marks of the **"Individual coursework"** and the **"Group coursework"** will be kept if they have been passed, keeping the same percentages on the final mark. You must redo the one or those indicated by the lecturer and resubmit them on the second call. **The same assessment criteria applies in July.** Therefore, the student must attend the exam revision of the first call to know exactly what to submit on the second call. It is the student's responsibility to contact the lecturer for this purpose.

Breakdown of evaluated course work:

1. Two written tests (30% of the final mark, 15% each test)

2. Final Exam (35%)

3. Evaluated Individual Work: Individual Task (20%) within the established deadlines. Written task 10%. Oral assessment: 10%.

4. Evaluated Group Task: Group Task (15%) within the established deadlines.

Spelling: Within the evaluation criteria, the University considers spelling a priority issue. Under the protection of the changes in the language standard in the Spanish language included in the Spelling of the Spanish Language (2010), published by the Real Academia Española, CESUGA has established some correction criteria related to this work that will be applied in all tests of the matter. The document that includes the set of criteria and its sanction is published in the University Teaching Platform (PDU) of the subject. The same applies if English is the main language. Refer to unacceptable grammar errors.

Plagiarism: Likewise, and in accordance with the University's Good Practices manual, the commission of plagiarism in any of the work carried out will be considered a very serious offense, since it violates the deontological code of any profession. All assignments/ tasks must be handed in through the PDU and will be checked through Turnitin to avoid plagiarism.

Electronic devices that disturb the attention and the correct development of the subject will **not be allowed** in class, unless expressly mentioned by the professor and those provided by the University.

Absences: Failure to attend class more than 20% of the stipulated hours without authorization may lead to the loss of the evaluation on first call.

Regulation for plagiarism and illegal practices

Any total or partial copying or plagiarism in an evaluation will result in a fail (zero) in said evaluation. In the case of group evaluations, they will be scored in the same way, trying to individualise the responsibility of each member, if possible. If this is not possible or the responsibility is clearly of all members, all of them will be awarded a fail (zero). In the case of external work placements, the resulting grade (fail, zero) obliges the student to repeat said work placements.

The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is

at the discretion of the subject teacher.

To find out more about what plagiarism is and how to avoid it, you can consult: **https:/ / www.usj.es/ alumnos/ vidauniversitaria/ biblioteca/ investigacion/ como-publicar/ plagio**

Regulation for the use of AI systems

The use of any form of Artificial Intelligence (AI) in carrying out learning activities such as assignments and exams, including projects, assignments, essays or research, requires due authorisation and supervision of the corresponding teaching staff. This authorisation will appear in the specific statement of the assessed learning activity and the scope, and limits established therein must be strictly respected.

Where the use of AI is authorised for the development of a learning activity, it will be limited primarily to the early stages of the research, where it can provide inspiration or suggest direction, but not to produce content that is included directly in the final submission. If authorisation is given to reproduce texts generated by AI, the student must clearly disclose this fact in the submitted document. The AI methods and tools used must be expressly specified. In any case, the student must provide a detailed explanation about how the AI has been used in the research or process of the activity and/ or work, including any prompts used, the verifications carried out to guarantee the authenticity of the information proposed by the AI and the modifications made to the content generated by the AI.

The use of AI in learning activities and/ or academic work must respect the ethical principles of academic integrity and intellectual honesty. If the student makes inappropriate use of AI in violation of the established regulations, the result of the grade in the corresponding learning activity will be a fail (zero).

The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher.

Assessment methods:

Assessment method	Learning outcomes assessed	Assessment criteria	%
Written tests	R01 R02 R03 R04	Students have to demonstrate that the contents of the course have been sufficiently understood and applied in both receptive and productive test items. Test items will vary and include language and use of specific vocabulary, reading comprehension, listening and writing tasks.	30
Individual coursework	R01 R02 R03 R04	Students have to demonstrate that they can integrate new language knowledge and content and can apply them as students and business professionals.	20
Group coursework	R01 R02 R03 R04	Students have to demonstrate evidence of planning and group work. Output should be relevant and reflect language progress, interest, accuracy, fluency, cohesion, coherence along with presentation skills.	15
Final exam	R01 R02 R03 R04	Students have to demonstrate that they are able to apply the language and content studied throughout the course by completing both receptive and productive test items.Test items will vary and include language and use of specific vocabulary, reading comprehension, listening and writing tasks.	35
		Total weighting:	100

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Failure to pass this coursework with **a minimum mark of 5 out of 10** will imply not being able to sit the final exam. The remaining % will be determined by sitting the final exam. **The mark of the final exam will have to be**

of at least 5 to be able to average out with the practical part (continuous assessment). Students who fail the subject will have to retake the exam in July for the whole subject (practical and theoretical). Students will sit exams on the same day and time as all other students of the subject.

Each particular case will be analysed to design a learning strategy and related individualized activities that guarantee the achievement of the stated objectives. In these cases the student will have to attend the tutorials previously agreed with the lecturer. In the event that the student does not contact the lecturer on the indicated date, he or she may lose the right to be evaluated on first call by having exceeded the absences allowed (20%).

Those students who have been exempt from compulsory attendance will be assessed with the same criteria as attending students. Students will only be allowed to be exempt from class attendance when absence has been justified and agreed.

Extract from the internal regulations of the permanence regime

A student who does not appear for the final test provided in the Teaching Guide when it has a weight equal to or greater than 40% will be considered a "Not Presented" and will not use up the sitting. If the final exam percentage is lower or there is no final exam, the student will be considered "Not Presented" if he or she has taken assessment elements that represent less than 40% of the final grade.

A student will be considered "Presented" to a test or assessment item if he or she takes it and, once the questions or instructions have been submitted and/or viewed and/or read, decides to withdraw.

In the event of a failure, the Teaching Guide may specify whether the results of the tests or assessment elements taken will be carried over to the next sitting within the same academic year. In any case, the results of tests or assessment elements from a sitting, if considered a "Not Presented," cannot be used for the next sitting within the same academic year. In general, the results of the evaluation tests of a course cannot be saved for the next courses.

Regulation for plagiarism and illegal practices

Any total or partial copying or plagiarism in an evaluation will result in a fail (zero) in said evaluation. In the case of group evaluations, they will be scored in the same way, trying to individualise the responsibility of each member, if possible. If this is not possible or the responsibility is clearly of all members, all of them will be awarded a fail (zero). In the case of external work placements, the resulting grade (fail, zero) obliges the student to repeat said work placements. The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher. To find out more about what plagiarism is and how to avoid it, you can consult: **https://www.usj.es/alumnos/vidauniversitaria/biblioteca/investigacion/como-publicar/plagio**

Regulation for the use of AI systems

The use of any form of Artificial Intelligence (AI) in carrying out learning activities such as assignments and exams, including projects, assignments, essays or research, requires due authorisation and supervision of the corresponding teaching staff. This authorisation will appear in the specific statement of the assessed learning activity and the scope, and limits established therein must be strictly respected.

Where the use of AI is authorised for the development of a learning activity, it will be limited primarily to the early stages of the research, where it can provide inspiration or suggest direction, but not to produce content that is included directly in the final submission. If authorisation is given to reproduce texts generated by AI, the student must clearly disclose this fact in the submitted document. The AI methods and tools used must be expressly specified. In any case, the student must provide a detailed explanation about how the AI has been used in the

research or process of the activity and/or work, including any prompts used, the verifications carried out to guarantee the authenticity of the information proposed by the AI and the modifications made to the content generated by the AI. The use of AI in learning activities and/or academic work must respect the ethical principles of academic integrity and intellectual honesty. If the student makes inappropriate use of AI in violation of the established regulations, the result of the grade in the corresponding learning activity will be a fail (zero).

The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

Allison, J. et al. (2009). The Business. Advanced Student's Book. Macmillan
Evens, D. (1998). Decisionmaker. Cambridge University Press
Helm, Sara.(2010) Market Leader Accounting and Finance. Harlow: Pearson Longman.
Lewis, R. D., (2006). When Cultures Collide. Leading across cultures. Nicolas Brealey Publishing. Boston and London.
MacKenzie, I. (2010). English for Business Studies. A course for Business Studies and Economics Students. Garnet Education
McLisky, M. (2008). English for Banking in Higher Education. Garnet Education.

Recommended bibliography:

Allison, J. et al. (2009) The Business. Advanced Student\'s Book. Macmillan
Emmerson, P. (2009) Business Vocabulary Builder. Macmillan
Mascull, B. (2002) Business Vocabulary in Use. Cambridge, Cambridge University Press.
Robbins, S. (2006) Collins Cobuild Business Vocabulary in Practice. Collins Cobuild.
Trappe,T. (2012) Intelligent Business. Intermediate. Pearson Longman.

Recommended websites:

BBC Business English	http://www.bbc.co.uk/worldservice/learningenglish/general/
Business English exercise	http://www.better-english.com/exerciselist.html
Business English exercises	http://www.businessenglishsite.com/general-business-english.html
Business English exercises	http://www.nonstopenglish.com/allexercises/business_english/
Business English Pods	https://www.youtube.com/user/bizpod?gl=GB
Business writing explained	http://globaledge.msu.edu/academy/community-colleges/business-writing-resources
General English practice	http://www.englishmedialab.com/index.html
Pronunciation Dictionary	http://forvo.com/

OBSERVATIONS: