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:	64	**Individual study:**	86
Main teaching language:	Inglés	**Secondary teaching language:**	Castellano
Lecturer:	MONTERO AMENEIRO, LIDIA MARIA (T)	**Email:**	lmmontero@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

-Economics.

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 enroling 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 enroling in workshops and/ or courses provided by IML or through their own private study.

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

SUBJECT PROGRAMME:

Observations:

This subject is aimed to cover basic factors linked to the degree, from an introduction to basic elements on the business reality to an approach to marketing and management and human resources as well as economics.

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.

Learning activities:

Week		Unit/Block/Theme	Classroom sessions	Hours	Individual study activities	Hours
1	02/02/2026	1.Introduction to Business 1.1. The business of business	Introduction to the course, syllabus review and assessment, needs analysis and action plan for learning. Introduction to business - questionnaire and class work. **Group Work Instructions.**	4	Read the syllabus, clarify any doubts, reflect on action plan for improving English skills.Writing task on what you know about business.	5
2	09/02/2026	1.Introduction to Business 1.2.Types of businesses 1.3.Company Organization	Learning about different types of businesses through listening and reading comprehension. Describing businesses, their functions and activities.Company organization - vocabulary work and reading comprehension exercise.	4	Read text on Presentation Skills, watch videos on how to give a presentation. Class work.	5
3	16/02/2026	1.4.Company Structure	Using Presentation Skills to present a project on a selected company. Learning how to give a presentation and being evaluated by your peers.	4	Written reflection on group project work: establish groups and start draft.	4
4	23/02/2026	2.Marketing 2.1.Introduction to Marketing	Exploring marketing definitions,listening and reading exercises on marketing and what it means. **Group Work Presentation 1**.	4	Revise marketing terms. Writing exercise based on class material	4
5	02/03/2026	2.Marketing 2.2.Marketing strategy	Project work: making sense of marketing concepts by watching videos,listening exercises and pair/ group work. Difference between a marketing plan, strategy and objectives. **Written Test 1.**	4	Marketing case study - reading and listening comprehension.	6
6	09/03/2026	2.Marketing 2.3.Brands and Products	The marketing mix: reading comprehension exercise. Exploring brands and consumer attitudes to certain brands. Writing Reports.	4	Revise vocabulary, vocabulary exercises and grammar tasks.	4
7	16/03/2026	2.Marketing	Designing marketing strategies for a company which the students will create. Presenting the marketing plan in class. Peer evaluation.	4	Vocabulary task on Marketing.	4
8	23/03/2026	3.Management and HR 3.1.What is leadership and management?	Exploring the key features and functions of management. What makes a good leader? Characteristics of good leaders/ managers. Introduction to report writing	4	Listening comprehension and reading comprehension.	5
9	30/03/2026	3.Management and HR 3.1.What is leadership and management?	What motivates you? Exploring attitudes to study and work, motivation strategies to enhance your attitude towards study and work. In-class activities and discussion. **Written Test 2.**	4	Reading comprehension and listening exercises. Check progress Group Project.	4
10	06/04/2026	3.Management and HR 3.2.Work and motivation	Characteristics of good leaders/ managers. In class	4	Grammar and listening exercises.	4

			quiz on leadership traits and skills followed by debate. **Group Work Presentation 2**.			
11	13/04/2026	3.Management and HR 3.1.What is leadership and management?	**NO CLASSES, EASTER BREAK**	0	Listening comprehension and reading comprehension	5
12	20/04/2026	3.3.Recruitment and Job interviews	Exploring the job interview process. Rehearsing job interviews in class. Peer evaluation of job interviews.	4	Revise vocabulary. Vocabulary gap-fill exercise and writing task.	5
13	27/04/2026	4.Economics 4.1.What is Economics?	Introduction to Economics - What is economics? In-class activities based on pair work and discussion.	4	Class work. Grammar and vocabulary activities.	5
14	04/05/2026	4.Economics 4.2.The economy 4.3. Money	The economy- reading comprehension and discussion. Money - key financial terms, contextualized grammar exercises	4	Reading, use of English.	5
15	11/05/2026	4.Economics 4.4.External influences	External influences affecting the economy. Understanding graphs, describing graphs, related grammar exercises. **Group Work Presentation 3.**	4	Revise unit work, revise vocabulary and update glossary. Revise for final exam.	5
16	18/05/2026	4.4.External influences	Describing graphs: class practice. Course revision. **Individual Coursework Submission and Oral Presentation (Interview).**	4	Revision Unit work, exam preparation.	4
17	25/05/2026		Final exam	2	Revision for exam	6
18	01/06/2026		Final exam	2	Revision for exam	6
			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 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 sloving, 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.

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
	Research work	12
	Compulsory reading	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.

ASSESSMENT:

WRITTEN TESTS: 30% (Written Test 1, 15% of the mark and Written Test 2, 15% of the mark)

INDIVIDUAL COURSEWORK: 20% (10% written essays, 10% oral presentation)

GROUP COURSEWORK: 15% (5% written essay, 10% oral presentation)

FINAL EXAM: 35%

IMPORTANT INFORMATION:

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, 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	%
INDIVIDUAL COURSEWORK	R01 R02 R03 R04	Students have to demonstrate that they can integrate new language knowledge and content and can apply them as business professionals. These tasks will focus on language skills for business contexts.	20
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
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
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 andwriting tasks.	30
		Total weighting:	100

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.

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:

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

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.
O'Driscoll, Nina. Market Leader Marketing. Harlow Pearson Longman,2010.
Robbins, Sue. Collins Cobuild Business Vocabulary in Practice. Collins Cobuild, 2006.
Strutt, Peter. Market Leader Essential Business Grammar and Usage. Harlow. Pearson Longman,2010.
Trappe, Tonya. Intelligent Business. Intermediate. Pearson Longman, 2012.

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/allexercises/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

OBSERVATIONS: