

## COURSE DESCRIPTION

### COURSE DETAILS

Title (of the course): **INGLÉS COMERCIAL**

Code: 100134

Degree/Master: **GRADO DE ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS** Year:

Name of the module to which it belongs: OPTATIVIDAD

Field: OPTATIVIDAD

Character: OPTATIVA

Duration: SECOND TERM

ECTS Credits: 4.0

Classroom hours: 40

Face-to-face classroom percentage: 40.0%

Study hours: 60

Online platform: moodle/ ciscowebex

### LECTURER INFORMATION

Name: MORILLA GARCIA, CRISTINA (Coordinator)

Department: FILOLOGÍAS INGLESA Y ALEMANA

Area: FILOLOGÍA INGLESA

Office location: Second Floor, next to the master's room. Faculty of Philosophy

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### PREREQUISITES AND RECOMMENDATIONS

#### Prerequisites established in the study plan

None.

#### Recommendations

1. For this course, it is advisable to have a basic to low intermediate (A2) knowledge of English:

a) In order to follow the sessions in English. If necessary, grammar points that require it will be explained in Spanish.

b) Because, as with all specific subjects, business English is built on the basis of general English.

2. Despite indicating here some obvious ideas, considered as *conditio sine qua non*, it appears appropriate to remember them in this section of recommendations for the smooth operation of the seminars, in order for all students to be able to gain maximum class hours, and with the aim of the generated environment during the sessions being the best possible in order to encourage favorable conditions for the sake of pedagogy:

a) You should get to class on time, as you will not be allowed to enter until the break once the session has started.

b) The use of cell phones and other electronic devices during the classes is strictly prohibited. The handling of such devices for instructional purposes may be accepted, for example, when the use of online dictionaries is permitted (made explicit by the teacher) for the development of a class exercise.

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### INTENDED LEARNING OUTCOMES

|     |   |
|-----|---|
| C40 | Oral and written communication in professional settings related to business (rel.CB4, CB5, CU1, CE3).         |
| C72 | Preparation and understanding of everyday documents within a business English environment (rel. CU1 and CE3). |
| C73 | Preparation and understanding of everyday documents within a business English environment (rel. CU1 and CE3). |
| C32 | Professional language skills. Development of intercultural communicative competence (rel. CU1).               |
| CU1 | Lexical acquisition of terms related to a professional environment (rel. CU1).                                |
| C33 | Ability to give oral presentations on topics related to the field of business (rel.CB4, CB5, CU1, CE3)        |

### OBJECTIVES

#### A1 Revision

- Students will be able to ask and answer simple questions on very familiar topics, use simple phrases and sentences to describe where you live and people you know.
- Students will be able to understand familiar words and very basic phrases about themselves, their family and immediate surroundings when people speak slowly and clearly and repeats.
- Students will be able to understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues.
- Students will be able to write a short, simple emails and holiday postcards, fill in forms with personal details, for example entering your name, nationality and address on a hotel registration form.

#### A2 Revision

- Present Simple
  - Present Continuous
  - Comparative and superlative
  - Past Simple
  - Past Simple Continuous
  - Present Perfect
  - Going to and will for predictions and future events and spontaneous decisions
  - Adverbs of frequency and manner
  - Reflexive pronouns
  - So/ such
  - Have to/ need to for obligation
  - Present Simple Passive
  - When / while
  - Must / might for deductions
  - As soon as
  - Be able to / good at
  - Although / however
  - First Conditional
  - Used to + verb
  - Relative clauses
- B1 objectives (see contents)

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### CONTENT

#### 1. Theory contents

##### Thematic content:

Gaining Experience  
Customer satisfaction  
Job interviews  
Marketing and Selling  
Entrepreneurship

##### Vocabulary content:

Personal details  
Verbs relating to telephoning  
Customer service  
Adjectives to describe personality  
Collocations relating to job seeking  
Collocations and vocabulary related to marketing, sales and advertising  
Positions in a company  
Types of organizations  
Collocations relating to enterprise finance

##### Grammar content:

Present simple  
Frequency adverbs  
Prepositions of time  
Present continuous  
Past simple  
Past continuous  
Comparatives and superlatives  
Modal verbs

##### Functions:

Meeting people and making conversation  
informal emails  
formal letters and emails  
Participating in an interview  
Redacting a CV  
Answering questions about your CV and professional experience  
Persuading  
"Selling" changes  
Participating in meetings  
Expressing requests, offers and invitations

Telephoning      Writing  
Writing

#### 2. Practical contents

See above

## COURSE DESCRIPTION

### SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Zero hunger  
 Good health and well-being  
 Quality education  
 Clean water and sanitation  
 Sustainable cities and communities  
 Climate action  
 Peace, justice and strong institutions

## METHODOLOGY

### General clarifications on the methodology (optional)

The English language is presented as a tool to serve a communicative purpose in a commercial and administrative context. Therefore, the methodology focuses on the communicative use of English and the four basic skills (reading, speaking, listening and writing) will be practiced in the commercial field, without neglecting the use of English in other more general situations.

In class, the handbook indicated in the bibliography will be followed. In addition, texts of more specific content will be distributed during the seminars which students must work on during segments of the class or at home approaching the week of the seminar.

The more theoretical activities will be complemented by practical sessions which aim to influence the skills of oral and written production. Also, students will have the opportunity to improve listening skills through audio related to the contents of the subject and communicative practice.

### Methodological adaptations for part-time students and students with disabilities and special educational needs

Part-time students and students with special needs should contact the course coordinator before the semester begins in order to establish an appropriate methodology and assessment system, if necessary.

### Face-to-face activities

| Activity                    | Large group | Medium group | Total     |
|-----------------------------|-------------|--------------|-----------|
| <i>Listening Activities</i> | 10          | -            | 10        |
| <i>Reading Activities</i>   | 10          | -            | 10        |
| <i>Speaking Activities</i>  | -           | 10           | 10        |
| <i>Writing Activities</i>   | 10          | -            | 10        |
| <b>Total hours:</b>         | <b>30</b>   | <b>10</b>    | <b>40</b> |

### Off-site activities

| Activity                  | Total |
|---------------------------|-------|
| <i>Information search</i> | 15    |
| <i>Self-study</i>         | 45    |

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| Activity           | Total     |
|--------------------|-----------|
| <i>Total hours</i> | <i>60</i> |

## WORK MATERIALS FOR STUDENTS

Case studies  
Coursebook

### Clarifications

Course book: Allison, J & Emerson, P. (2014). The Business 2.0. B1 Pre-intermediate. MacMillan Education. London.

## EVALUATION

| Intended learning    | Case study/clinical case discussion/scientific work discussion | Exams      | Problem solving |
|----------------------|--|------------|-----------------|
| C32                  | X  | X          | X               |
| C33                  | X  | X          | X               |
| C40                  | X  | X          | X               |
| C72                  | X  | X          | X               |
| C73                  | X  | X          | X               |
| CU1                  | X  | X          | X               |
| <b>Total (100%)</b>  | <b>20%</b>   | <b>60%</b> | <b>20%</b>      |
| <b>Minimum grade</b> | <b>1</b>   | <b>3</b>   | <b>1</b>        |

(\*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

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### Attendance will be assessed?:

No

### General clarifications on instruments for evaluation:

General clarifications on instruments for evaluation: All students must be evaluated in all of the following skills in order to calculate their final grade:

1. Case Study: Reading Comprehension to be completed during the academic course (20% of the final mark).
2. Problem Solving: Writing to be completed during the academic course (20% of the final mark).
3. Exam (60% of the final mark): Use of English (20% of the final mark), Vocabulary (20% of the final mark) and Listening (20% of the final mark).

The use of electronic devices such as tablets or telephones is forbidden. Disciplinary and academic actions will follow if students persist in their use. Likewise, students are expected to behave politely in class both with the lecturers and their classmates. Incidents which disrupt the learning environment may derive into a lower grade at the discretion of the lecturers, in addition to the disciplinary consequences determined by the competent bodies.

Qualifying criteria for obtaining honors: The distinction «Matrícula de Honor» will be awarded to students getting at least 9.0 points out of 10. No more than 5% of the students that make up the official class group will be awarded such a recognition.

### Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

Part-time students and students with special needs should contact the course coordinator before the semester begins.

### Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

N/A

### Clarification on the evaluation of the extraordinary September call due to the modification of the 2022-2023 Official Academic Year (approved by the Governing Council of the University, BOUCO 2022/01289 of 28/12/2022) that transforms the extraordinary call for students of 2nd enrollment or higher (first of the 2023-2024 academic year) into the extraordinary September call (last of the 2022-2023 academic year):

*-Clarification on the evaluation of the extraordinary September call due to the modification of the 2022-2023 Official Academic Year (approved by the Governing Council of the University, Bouco 2022/01289 of 28/12/2022) that transforms the extraordinary call for students of 2nd enrollment or higher (first of the 2023-2024 academic year) into the extraordinary September call) (last of the 2022-2023 academic year).*

*-La modificación del Calendario Académico Oficial del curso 2022-2023 (aprobado en Consejo de Gobierno, en sesión ordinaria de 22 de diciembre de 2022, BOUCO 2022/01289 de 28/12/2022) transforma la convocatoria extraordinaria para estudiantes de 2ª matrícula o superior (primera matrícula del curso 2023/2024) en la convocatoria extraordinaria de septiembre (última del curso 2022-2023).*

### Qualifying criteria for obtaining honors:

9+ in all degraded fields.

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### BIBLIOGRAPHY

#### 1. Basic Bibliography

Allison, J & Emerson, P. (2014). The Business 2.0. B1 Pre-intermediate. MacMillan Education. London.

#### 2. Further reading

VVAA, 198 English Paragraphs 3. Business, Madrid: Vaughan Systems, 2012.

Milar, Kyle, Business English. Madrid, Vaughan, 2014.

Fernández Sánchez, Eulalio & Torralbo Caballero, Juan de Dios, B1 Inglés Instrumental para Adultos, Córdoba: Don Folio, 2013.

### COORDINATION CRITERIA

Common evaluation criteria

No criteria entered

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.

### CONTINGENCY PLAN: CASE SCENARIO A

Case scenario A will correspond to a diminished on-site academic activity due to social distancing measures affecting the permitted capacity of classrooms.

### METHODOLOGY

#### General clarifications on the methodology on case scenario A

A multimodal (hybrid) teaching system will be adopted, combining both on-site and remote classes via videoconference (synchronous) that will be held in the timetable approved by the corresponding Faculty or School. The time distribution of teaching activities (both on-site and remote) will be decided by the aforementioned Faculties and Schools bearing in mind the permitted capacity of classrooms and social distancing measures as established at that time.

The English language is presented as a tool to serve a communicative purpose in a commercial and administrative context. Therefore, the methodology focuses on the communicative use of English and the four basic skills (reading, speaking, listening and writing) will be practiced in the commercial field, without neglecting the use of English in other more general situations.

In class, the handbook indicated in the bibliography will be followed. In addition, texts of more specific content will be distributed during the seminars which students must work on during segments of the class or at home approaching the week of the seminar.

The more theoretical activities will be complemented by practical sessions which aim to influence the skills of oral and written production. Also, students will have the opportunity to improve listening skills through audio related to the contents of the subject and communicative practice.

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### EVALUATION

| Intended learnig     | Case study/clinical case discussion/scientific work discussion | Exams      | Problem solving |
|----------------------|--|------------|-----------------|
| C32                  | X  | X          | X               |
| C33                  | X  | X          | X               |
| C40                  | X  | X          | X               |
| C72                  | X  | X          | X               |
| C73                  | X  | X          | X               |
| CU1                  | X  | X          | X               |
| <b>Total (100%)</b>  | <b>20%</b>   | <b>60%</b> | <b>20%</b>      |
| <b>Minimum grade</b> | <b>0</b>   | <b>0</b>   | <b>0</b>        |

(\*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

#### Attendance will be assessed (Scenario A)?:

No

#### General clarifications on instruments for evaluation (Scenario A):

General clarifications on instruments for evaluation: All students must be evaluated in all of the following skills in order to calculate their final grade:

1. Case Study: Reading Comprehension to be completed during the academic course (20% of the final mark).
2. Problem Solving: Writing to be completed during the academic course (20% of the final mark).
3. Exam (60% of the final mark): Use of English (20% of the final mark), Vocabulary (20% of the final mark) and Listening (20% of the final mark).

The use of electronic devices such as tablets or telephones is forbidden. Disciplinary and academic actions will follow if students persist in their use. Likewise, students are expected to behave politely in class both with the lecturers and their classmates. Incidents which disrupt the learning environment may derive into a lower grade at the discretion of the lecturers, in addition to the disciplinary consequences determined by the competent bodies.

Qualifying criteria for obtaining honors: The distinction «Matrícula de Honor» will be awarded to students getting at least 9.0 points out of 10. No more than 5% of the students that make up the official class group will be awarded such a recognition.

#### Clarifications on the methodology for part-time students and students with disabilities and special educational needs (Scenario A):

Part-time students and students with special needs should contact the course coordinator before the semester begins.



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### CONTINGENCY PLAN: CASE SCENARIO B

Case scenario B will bring about a suspension of all on-site academic activities as a consequence of health measures.

### METHODOLOGY

#### **General clarifications on the methodology on case scenario B**

On-site teaching activities will be held via videoconference (synchronous) in the timetable approved by the corresponding Faculty or School. Alternative activities will be proposed for reduced groups in order to guarantee the acquisition of course competences.

The English language is presented as a tool to serve a communicative purpose in a commercial and administrative context. Therefore, the methodology focuses on the communicative use of English and the four basic skills (reading, speaking, listening and writing) will be practiced in the commercial field, without neglecting the use of English in other more general situations.

In class, the handbook indicated in the bibliography will be followed. In addition, texts of more specific content will be distributed during the seminars which students must work on during segments of the class or at home approaching the week of the seminar.

The more theoretical activities will be complemented by practical sessions which aim to influence the skills of oral and written production. Also, students will have the opportunity to improve listening skills through audio related to the contents of the subject and communicative practice.

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### EVALUATION

| Intended learning    | Case study/clinical case discussion/scientific work discussion | Exams      | Problem solving |
|----------------------|--|------------|-----------------|
| C32                  | X  | X          | X               |
| C33                  | X  | X          | X               |
| C40                  | X  | X          | X               |
| C72                  | X  | X          | X               |
| C73                  | X  | X          | X               |
| CU1                  | X  | X          | X               |
| <b>Total (100%)</b>  | <b>20%</b>   | <b>60%</b> | <b>20%</b>      |
| <b>Minimum grade</b> | <b>0</b>   | <b>0</b>   | <b>0</b>        |

(\*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

| Moodle Tools | Case study/clinical case discussion/scientific work discussion | Exams | Problem solving |
|--------------|--|-------|-----------------|
| Attendance   | X  | X     | X               |
| Task         | X  | X     | X               |

#### Attendance will be assessed (Scenario B)?:

No

#### General clarifications on instruments for evaluation (Scenario B):

General clarifications on instruments for evaluation: All students must be evaluated in all of the following skills in order to calculate their final grade:

1. Case Study: Reading Comprehension to be completed during the academic course (20% of the final mark).
2. Problem Solving: Writing to be completed during the academic course (20% of the final mark).
3. Exam (60% of the final mark): Use of English (20% of the final mark), Vocabulary (20% of the final mark) and Listening (20% of the final mark).

The use of electronic devices such as tablets or telephones is forbidden. Disciplinary and academic actions will follow if students persist in their use. Likewise, students are expected to behave politely in class both with the lecturers and their classmates. Incidents which disrupt the learning environment may derive into a lower grade at the discretion of the lecturers, in addition to the disciplinary consequences determined by the competent bodies.

Qualifying criteria for obtaining honors: The distinction «Matrícula de Honor» will be awarded to students getting

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at least 9.0 points out of 10. No more than 5% of the students that make up the official class group will be awarded such a recognition.

### **Clarifications on the methodology for part-time students and students with disabilities and special educational needs (Scenario B):**

Part-time students and students with special needs should contact the course coordinator before the semester begins.