



IDENTIFYING DATA

Language for intercultural negotiation: English

Subject	Language for intercultural negotiation: English			
Code	V06G270V01505			
Study programme	(*)Grao en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	1st
Teaching language	English			
Department				
Coordinator	González Crespan, María Araceli			
Lecturers	González Crespan, María Araceli			
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General description	Development of the communicative aspects in commercial English, mainly negotiations and cultural components that affect communication. There will be a focus on the four skills and also on professional microskills, with specialized and authentic texts. Special attention will be paid to commercial negotiations and professional meetings (both internal and external) in an international context.			

Competencies

Code				
B4	CG4. To be able to communicate effectively, clearly, concisely and accurately both within the organization and with external agents in national and international contexts.			
B6	CG6. To be familiar with different economic, legal, social and cultural situations and to acquire a global, multicultural perspective with the aim of guiding the strategies and operations targeting both national and international markets.			
C3	CE3. To know and be able to interpret the social dimension of economic activity, the dynamics of social relations and the different cultural environments that shape commerce, consumer society and lifestyles.			
C18	CE18. To know and be able to use the chosen foreign language (English, French or German) orally and in writing, with the aim of using it for professional purposes, particularly for commercial activities.			
C23	CE23. To be familiar with and be able to use available information resources for internationalization, draw up plans of internationalization and carry out the usual operations and formalities of external trade: transportation, customs and health safety procedures, payment methods, etc.			
C26	CE26. To be able to use the personal skills, attitudes and knowledge acquired in the academic context through simulation of real situations of professional practice and through contact with the business world by means of the experience acquired with internships.			
D1	CT1. Oral and written communication skills both in the official languages of the respective Autonomous Communities and in the chosen foreign language (English, French or German).			
D7	CT7. Ability to listen actively and skills for non-verbal communication, persuasion, negotiation and presentation.			
D9	CT9. Tolerance. Ability to appreciate different points of view.			

Learning outcomes

Expected results from this subject	Training and Learning Results	
Communicate effectively, clearly and accurately, both inside the organisation and with external speakers in national and international contexts	B4	D1
Know and understand different economic, legal, social and cultural realities and acquire a global and multicultural perspective to guide the strategies and operations towards national and international markets	B6	D9
Know and interpret the social dimension of the economic activity, the dynamics of social relations and the distinct cultural realities that configure commerce, the society of consumption and lifestyles.	C3	D9

Know and use, in oral and written form. the chosen foreign language (English, French or German) in order to apply it in professional situations and particularly in commercial activities.	C18	D1
Know and use the available information resources for internationalization, elaborate plans of internationalization and solve regular operations for international trade: transport, insurance, customs clearance, health requirements, means of payment, etc.	C23	
Apply personal skills, attitudes and knowledge acquired in an academic context to professional situations, facilitated by internship experiences.	C26	D7

Contents

Topic

Cultural diversity and trade	Company culture Intercultural contacts Conflict management
Meetings	Chairing a meeting Decision making Expressing opinions, interruptions and clarifications Concluding and closing
Negotiations	Preparation and objectives Negotiation process Acceptance and confirmation Summary and conclusions Type of negotiation, tactics and strategies
Marketing mix	Product Price Place Promotion Written report and oral presentation

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Lecturing	26	60	86
Laboratory practical	22	41	63

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Introductory activities	(*)Presentación da materia, do sistema de traballo e da avaliación
Lecturing	(*)Presentación dos contidos teóricos, discusión dos mesmos e instrucións para os traballos e exercicios a realizar
Laboratory practical	(*)Posta en práctica das destrezas comunicativas en inglés en grupos pequenos, a través de actividades individuais, por parellas ou en grupo

Personalized assistance

Methodologies	Description
Laboratory practical	Sessions in small groups with special emphasis in the oral skills (comprehension and expression).

Assessment

	Description	Qualification	Training and Learning Results
Lecturing	1. Written and/or oral in-class test, including units 1 and 2 (25%) 2. Final written and/or oral in-class exam, including all the course modules (45%)	60-70	B4 C3 D1 B6 C18 C23 C26
Laboratory practical	1. Presentation of the marketing mix (10%) 2. Report of the marketing mix (15%) 3. Other oral activities in group or individual to be determined. For example, meetings or negotiations simulations (5%)	40-30	B4 C3 D1 B6 C18 D7 C23 D9

Other comments on the Evaluation

The evaluation will be continuous. 80% attendance is required. Arriving late will be considered non-attendance. Any activities requested inside or outside the classroom, with or without previous notice, must be delivered on time to be

evaluated. The students who fail in January/February may take an exam in July (results will be 100% of the grade).

Any student unable to meet the attendance requirement of 80% evaluation **must communicate it to the professor in the first two weeks of class**. These students may take an exam at the end of the period of classes whose result will add up to 100% of the qualification. In the event of failing the subject, they may retake an exam in July.

N.B.: In case of plagiarism, the student will fail.

Sources of information

Basic Bibliography

Sweeney, Simon, **English for Business Communication (Student's Book)**, 2nd edition, Cambridge University Press, 2003

Trappe, Tonya, **Intelligent Business Intermediate**, Pearson Education, 2005

Complementary Bibliography

Hughes, John and Andrew Mallett, **Successful Meetings**, 1st edition, Oxford University Press, 2012

Robinson, Nick, **Cambridge English for Marketing**, 1st edition, Cambridge University Press, 2010

Benford, Michael and Ken Thomson, **Trade Matters. English for International Trade**, 1ª edición, Río Press/Richmond, 2018

Lozano Irueste, José María, **Diccionario bilingüe de economía y empresa**, 6ª edición, Pirámide, 2001

Mascull, Bill, **Business Vocabulary in Use. Intermediate**, 2nd edition, Cambridge University Press, 2012

Powell, Mark, **International negotiations**, Cambridge University Press, 2012

Recommendations

Subjects that continue the syllabus

Language for international communication: English/V06G270V01807

Subjects that it is recommended to have taken before

Business Language: English/V06G270V01304

Other comments

For attendance to be registered, students must arrive on time.

Any necessary material should always be brought to class.

The use of devices of mobile telephony is strictly forbidden in the classroom. No compliance with this norm will result in the expulsion of the student.

NB: In order to foster the participation in complementary activities such as company visits, talks, round tables, lectures, seminars, etc, the final grade could increase up to 0.5 points. The professor will indicate which are the recommended activities and the student will show documentary proof of attendance. This will only be applicable for students who have passed the subject.