



## IDENTIFYING DATA

### Language for intercultural negotiation: English

Subject	Language for intercultural negotiation: English			
Code	V06G270V01505			
Study programme	Grado 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			
E-mail	acrespan@uvigo.es			
Web	<a href="http://https://moovi.uvigo.gal/course/view.php?id=3101">http://https://moovi.uvigo.gal/course/view.php?id=3101</a>			
General description	Study of the communicative aspects in Commercial English, focused on negotiations and the cultural components that affect communication. Practice of the four communicative skills as well as professional microskills with academic texts, both specific and authentic. Special attention will be paid to commercial negotiations and to company meetings (internal and external) in an international context, to the cultural aspects that affect commercial relations trade, and to the basic elements of the marketing mix.			

## Skills

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.
D12	CT12. Creativity.

## 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 o guide the strategies and operations towards national and international markets	B6	D9 D12

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	Presentation of the subject, work procedures and evaluation
Lecturing	Presentation of theory, discussion and instructions for activities and exercises.
Laboratory practical	Practice of communicative skills in small groups, through individual, pair or team activities.

## 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 D12

## 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

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

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

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

A complete bibliography as well as the necessary material for the course, will be uploaded in the e-teaching platform Moovi.

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.

---

### Contingency plan

#### Description

In the event of confinement:

\* the minimum percentage of attendance required for continuous assessment will not be applicable.

\* the classroom session will be substituted by virtual teaching through the resources of the University of Vigo: moovi and remote campus.

\* The personal attention to students will be rescheduled with email and remote campus.

\*Evaluation will also be remote. Changes in the weight of an assignment or test may occur by adding extra activities. Any modification will be duly communicated to the affected students.