



## IDENTIFYING DATA

### Foreign language for the company

Subject	Foreign language for the company			
Code	004G020V01903			
Study programme	Grado en Administración y Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st
Teaching language	English			
Department				
Coordinator	de Prada Creo, Elena			
Lecturers	de Prada Creo, Elena			
E-mail	edeprada@uvigo.es			
Web				
General description	<p>The objective of this course is to introduce students to business communication in English. For this purpose, students will work on different contexts of the business world that will provide the lexical input of the course, as well as a series of communicative functions that will allow the student to develop basically in their professional context, both orally and in writing.</p> <p>English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.</p>			

## Training and Learning Results

Code	
A1	Students need to show they have acquired and understood the knowledge in a field of study underpinned by general secondary education and which is usually at a level which-while drawing on advanced text books-also includes certain aspects that imply being familiar with the cutting edge of this field of study.
A2	Students need to be able to apply the knowledge acquired to their work or vocation in a professional manner, and should have the skills normally demonstrated through the ability to develop and defends points of view and to solve problems related to their field of study.
A3	Students should be able to collect and interpret relevant data (usually within their field of study) in order to make judgements that include a reflection on the relevant social, scientific or ethical issues.
A4	Students should be able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.
A5	Students should have developed the necessary learning skills in order to continue studying with a high level of autonomy.
B1	Ability to analyse and synthesise
B2	Critical and self-critical thinking
B5	Oral and written communication skills.
B6	Communication skills through the Internet, as well the ability to use multimedia tools for remote communication
B7	The ability to read and communicate in English as a foreign language
B8	Capable of fluent communication within the student's context including interpersonal skills such as active listening, negotiation, persuasion and presentation
B9	Ability to work effectively within a team
B14	Capacity to apply the theoretical and practical knowledge acquired in a specialised academic context
D1	Effective personal management in terms of time, planning and behaviour, motivation and initiative both as an individual and as a member of the business community
D2	Capacity for leadership, including empathy with others
D3	Responsibility and the capacity to take on commitments
D4	Ethical commitment in work
D5	Motivation for quality and continuous improvement

## Expected results from this subject

Expected results from this subject	Training and Learning Results	
(*)	A3	B1
(*)		B2
(*)	A4	B5
		B7
		B8
(*)		B5
		B7
(*)		B6
(*)		B7
(*)		B8
(*)		B9
(*)	A5	
(*)	A1	B14
	A2	
(*)		D1
(*)		D2
(*)		D3
(*)		D4
(*)		D5

## Contents

Topic	
Module 1: Jobs and Companies	Lexical Input: Company Structure, types of companies, positions, departments and activities in a company. Communication: face to-face communication, greeting, introducing, and small talk
Module 2: Retailing	Lexical Input: retailing, e-retailing, product description Communication: communication over the phone
Module 3: Finance	Lexical Input: banking, stock exchange Communication: describing facts and figures, trends and market movements
Module 4: Marketing	Lexical Input: marketing, e-marketing, advertising, brands Communication: correspondence, email and letter writing, applying for a job: letters of application, CV writing

## Planning

	Class hours	Hours outside the classroom	Total hours
Mentored work	8	15	23
Laboratory practical	28	10	38
Lecturing	10	10	20
Problem and/or exercise solving	2	26	28
Objective questions exam	1	17	18
Essay	1	22	23

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

## Methodologies

	Description
Mentored work	The student carries out exercises and projects in the classroom monitored by the teacher. These tasks can be related to the student's autonomous homework.
Laboratory practical	These are activities to show the students' language knowledge applied to specific communicative situations and the acquisition of basic skills related to the subject in question. These activities are carried out in special classrooms with specialized equipment.
Lecturing	The teacher presents the basic contents of the subject, and gives the student the guidelines for the projects or tasks that he has to put into practice

## Personalized assistance

Methodologies	Description
Mentored work	To make sure of students' adequate learning progress of a foreign language it is necessary for the teacher to monitor their work in class and also their homework by means of correcting common errors in their written and oral performance.

Laboratory practical To make sure of students' adequate learning progress of a foreign language it is necessary for the teacher to monitor their work in class and also their homework by means of correcting common errors in their written and oral performance.

<b>Assessment</b>				
	Description	Qualification	Training and Learning Results	
Problem and/or exercise solving	Written or oral tests to carry out exercises, both grammar and lexical, related to the course content to show they can handle the four communicative English language skills.	40	B1 B2 B5 B6 B7 B8	D1 D4 D5
Objective questions exam	Written tests to check the understanding of texts and the progress in the acquisition of specific vocabulary and grammar concepts.	30	A1 A2 A3 B8	B5 B6 B7 D5
Essay	Elaboration and presentation of brief projects in English related to the content of the course.	30	A3 A4 A5 B6 B7 B8 B9 B14	B1 D2 D3 D4 D5

#### **Other comments on the Evaluation**

The dates and times of the evaluation tests of the different examination periods are those specified in the examination schedule approved by the Xunta de Centro for the present academic year.

The deadlines for changing from continuous to global assessment is 11 September to 11 October.

In the Second Call, the oral and written knowledge and skills acquired will be assessed by means of an exam that represents 100% of the mark.

In case of disparity in the exams dates, those shown on the Fcetou website will prevail.

#### **Sources of information**

##### **Basic Bibliography**

##### **Complementary Bibliography**

CLARK, S., **In Company. Intermediate**, MacMillan, 2003

HOLLET, V., **Business Opportunities**, Oxford University Press, 2002

JONES-MACZIOLA, S. & WHITE, G., **Further Ahead**, Cambridge University Press, 2002

TULLIS, G. & TRAPPE, T., **Insights into Business**, Longman, 2000

SWEENEY, S., **Communicating in Business**, Cambridge University Press, 2005

DUCKWORTH, M., **Business Grammar and Practice**, Oxford University Press, 2009

KOESTER, A. et al., **Business Advantage Intermediate**, Cambridge University Press, 2012

LÓPEZ, S. & WATT, D., ed, **Diccionario Oxford business español-inglés, inglés-español = The Oxford Business Spanish dictionary Spanish-English, English-Spanish**, Oxford University Press, 2002

ALCARZ VARÓ, E. & HUGHES B., **Diccionario de Términos Económicos, Financieros y Comerciales, Inglés - Español, Spanish - English**, Ariel, 2005

LOZANO IRUESTE, J.M., **Diccionario Bilingüe de Economía y Empresa, Inglés - Español, Español - Inglés**, Pirámide, 2000

SILVA, T. et al., **Diccionario cuatrilingüe de marketing y publicidad**, Abecedario, 2009

ROSENBERG, M., **Business Advantage. Personal Study Book**, Cambridge University Press, 2012

#### **Recommendations**