

COURSE DESCRIPTION

COURSE DETAILS

Title (of the course): **BUSINESS ENGLISH**

Code: 103119

Degree/Master:

**MÁSTER UNIVERSITARIO EN COMERCIO EXTERIOR E
INTERNACIONALIZACIÓN DE EMPRESAS**

Year: 1

ECTS Credits: 4.0

Classroom hours: 30

Face-to-face classroom percentage: 30.0%

Study hours: 70

Online platform: Moodle

LECTURER INFORMATION

Name: JIMÉNEZ NAVARRO, EVA LUCIA (Coordinator)

Department: FILOLOGÍAS INGLESA Y ALEMANA

Area: FILOLOGÍA INGLESA

Office location: .

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PREREQUISITES AND RECOMMENDATIONS

Prerequisites established in the study plan

None

Recommendations

None specified

INTENDED LEARNING OUTCOMES

- | | |
|------|---|
| CB10 | To make students able to show learning abilities that allow them to continue studying in an self-directed or independent manner |
| CB9 | To ensure that students are able to effectively communicate their conclusions and the reasons that underpin them to specialist and non-specialist audiences in a clear and unambiguous manner. |
| CE4 | To understand and assess the instruments most commonly used in International Business. |
| CE8 | To reach an intermediate to high level of oral and written communication in the foreign language. |
| CGE2 | To encourage students in the following skills and abilities: analysis and synthesis, organization and planning, oral and written communication, problem solving, decision making, teamwork, critical thinking, autonomous learning, creativity, ability to apply theoretical knowledge in the practice, use of the Internet as a means of communication and as a source of information. |
| CGE5 | To know how to communicate with colleagues, the academic community and society as a whole, and with business professionals. |
| CGE6 | To acquire intercultural orientation in its distinct levels (linguistic, economic and social), such that they may assimilate the opportunities and challenges which are presented by the markets, varying cultures, and legal frameworks. |

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OBJECTIVES

General objective: The students will improve their communicative skills in a professional environment.

Specific objectives:

- To speak on the phone to do business.
- To write different types of commercial correspondence.
- To practice the grammatical and lexical resources needed for written and oral interaction.
- To analyse the cultural aspects involved in business.

CONTENT

1. Theory contents

1. On the phone
2. Negotiating
3. E-mailing
4. Presentations
5. Intercultural Business Communication
6. International Trade

FUNCTIONAL CONTENTS:

Answering the phone
Beginning a call
Checking who is calling and clarifying
Ending a call
Making call
Telephone: handling calls
Asking politely
Negotiating structures
Negotiating and E-mailing
Negotiating by email
Attitudes to emailing
Email exchange
Emails: writing guidelines, style and language
Email structure
Commercial emails
Presentations: structure and rhetoric
Presentation: written skills (visual and slides)
Understanding intercultural values and dimensions
Identifying cultural variations in business
Understanding international trade

GRAMMATICAL CONTENTS:

Past simple
Future
Indirect and polite language

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LEXICAL CONTENTS:

Telephone phrases

Collocations

Negotiating language

Email sentences

Linking words

Language of presentations

2. Practical contents

There is no difference between theoretical and practical contents due to the functional character of the subject

SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Gender equality

METHODOLOGY

Clarifications

The English Language is presented as a tool for communication in the business area.

Face-to-face activities

Activity	Total
<i>Assessment activities</i>	4
<i>Case study</i>	2
<i>Group presentation</i>	4
<i>Group work (cooperative)</i>	5
<i>Listening Activities</i>	5
<i>Reading Activities</i>	5
<i>Speaking Activities</i>	5
<i>Total hours</i>	<i>30</i>

Off-site activities

Activity	Total
<i>Exercises</i>	30
<i>Information search</i>	20
<i>Self-study</i>	20
<i>Total hours</i>	<i>70</i>

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WORK MATERIALS FOR STUDENTS

Dossier

Exercises and activities

Clarifications

Materials will be handed out in class or via Moodle

EVALUATION

Tools	Percentage
Assignments and projects	30%
Observation records	40%
Oral presentations	30%

Period of validity for partial qualifications:

September of this academic year

Clarifications:

An 80% attendance to the scheduled sessions is required. Students not meeting this requirement will take a test at the end of the module to make up for the 70% observation records + assignments and projects grades.

Active participation in the classroom is required. That means that silent attendance will not qualify for positive grading in observation records (40% of the final grade). Students will have to handle two different sets of activities during the course (30% of the final grade), and perform an oral exposition at the end of the course (30% of the final grade).

A minimum grade of 5 on each gradable section is required to pass the subject.

IMPORTANT: Plagiarism and/or cheating during the performance of ANY of the assignments (exams, expositions, class activities, etc.) carried out during the course will be punished with instant fail in the subject. This also includes the use of any artificial intelligence tool such as ChatGPT or similar ones. The professor reserves the right to conduct a personal interview about any of the works presented in class, with anyone, to clarify anything he deems appropriate regarding them. Legal proceedings might be derived.

Clarifications:

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BIBLIOGRAPHY

1. Basic Bibliography

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- Cleland, J. (2003). Business Writing for Results: How to Create a Sense of Urgency and Increase Response to All of your Business Communications.
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- Cordell, J. (2000). Cambridge Business English Activities. Cambridge: C. U. P.
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- Mackenzie, I. (2002). English for Business Studies, Cambridge: C.U.P.
- Oxford Advanced Learner's Dictionary. 8th Edition. (2010). Oxford: O.U.P.
- Richardson K., Kavanagh, M. & J. Sydes. (2007). The Business Intermediate. Oxford: Macmillan.
- Rosenberg, M. (2005). In Business. Cambridge, C.U.P.
- Strutt, P. Business grammar and usage. (2000). London: Longman-Pearson.
- Svenson, J. Building Blocks of Business Writing: The Foundation of Writing Skills. (1991). Boston, MA: CourseTechnology Crisp. (En [http:// site.ebrary.com](http://site.ebrary.com))
- Swan, M. and Walter, C. (2011). English. English Grammar Course Intermediate. Oxford: O.U.P.
- Sweeney, S. English for Business Communication. 2nd ed. (2003). Cambridge: Cambridge University Press.

2. Further reading

INTERNET RESOURCES

- <http://www.business-english.com/>
- <http://bogglesworldesl.com/businessESL.htm>
- http://www.nonstopenglish.com/allexercises/business_english/
- <http://esl.about.com/od/businessreading/>
- <http://www.businessenglishsite.com/business-listening-skills.html>
- <http://www.bbc.co.uk/worldservice/learningenglish/general/>
- <http://www.teachingenglish.org.uk/try/links/bbc-learning-english-business-english>

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.



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