



centre adscrit a:



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

GUÍA DOCENTE 2017-18

ENGLISH I

Julio 2017

GENERAL INFORMATION

Subject:	ENGLISH I
Code:	801115 (ADE) 801910 (MKCD)
Academic year:	2017-18
Degree title:	Grado en Administración y Dirección de Empresas Grado en Marketing y Comunicación Digital
Numebr of credits (ECTS):	6
Prerequisites:	--
Place in the scheme of studies:	1r curso, 2º cuatrimestre
Date of last revision:	2017
Responsible professor:	Dr. Toni Tobella

1 GENERAL DESCRIPTION

This is the first part of a two-module Business English course (English I and English II) at an upper-intermediate level whose main objective is that students become competent communicating in the English language in a business context at a level corresponding to the B2.1 – Independent User level of the Common European Framework of Reference of the Council of Europe (CEFR). The following skills will be trained in a business communication context: Reading, Listening, Writing, Speaking and Spoken Interaction.

2 LEARNING OUTCOMES

At the end of the module students should be able to:

- Understand the main ideas of complex business text on both concrete and abstract topics, including technical discussions in the field of business.
- Interact with a degree of fluency and spontaneity that makes regular interaction with native and non-native English speakers quite possible without strain for either party.

- Produce appropriate business correspondence as well as clear, detailed texts on a wide range of business subjects and explain a viewpoint on a business issue giving the advantages and disadvantages of various options.

3 CONTENT

CONTENT TITLE 1: LISTENING SKILLS

LEARNING OUTCOMES

Students should be able to:

- Understand extended speech and lectures and follow even complex lines of argument on business topics.
- Understand most business discussions and current affairs conversations.
- Understand the majority of presentations and interviews from native and non-native English speakers.

Content

Practice of global listening ability to learn to retrieve factual information, infer, extract gist and understand main ideas as well as focus on details from speeches, conversations, interviews or discussions in a business context.

CONTENT TITLE 2: READING SKILLS

LEARNING OUTCOMES

Students should be able to:

- Read articles and reports concerned with contemporary problems in which the writers adopt particular attitudes or viewpoints.
- Understand business literature.

Content

Reading comprehension skills development by learning to skim texts to get the gist and scan to find specific information. The reading materials will be extracted from authentic sources such as the general and business press, company literature and books on business and management topics adapted to the level of competence the course is aimed at.

CONTENT TITLE 3: SPEAKING AND INTERACTIVE SKILLS

LEARNING OUTCOMES

- Take an active part in discussion in familiar contexts, accounting for and sustaining their views.
- Present clear, detailed descriptions on a wide range of subjects related to business.
- Explain a viewpoint on a business issue giving the advantages and disadvantages of various options.

Content

Practice of interactive oral communication by means of pairwork or group activities to exchange personal and non-personal information, express opinions, compare and contrast, concede points and possibly reach a conclusion related with proposed business topics. Also some role-play activities will be developed related with business situations such as socialising, telephoning and meetings.

CONTENT TITLE 4: WRITING SKILLS

LEARNING OUTCOMES

Students should be able to:

- Write clear, detailed text on a wide range of subjects related to business.
- Write an essay or report, passing on information or giving reasons in support of or against a particular point of view.
- Write different types of business correspondence both in a formal and informal register.

Content

Business writing practice in order to achieve accuracy in the use of language and structures and get familiar with the appropriate register and format of different types of business correspondence such as company internal communication or commercial letters, reports, proposals, etc.

CONTENT TITLE 5: GRAMMAR AND VOCABULARY

LEARNING OUTCOMES

Students should be able to:

- Use grammar and syntactic structures which allow them to communicate at the level of competence the course is aimed at.
- Use vocabulary both general and business-specific to communicate in a business environment at the level of competence the course is aimed at.

Content

Grammar: Present simple and Continuous, Past Simple and Continuous, Present Perfect Simple and Continuous, Comparative and superlative forms, Modal Verbs, Future forms, Reported speech, Quantifiers, Conditional forms, Passive forms, Past perfect, clauses and connectors, -ing form vs infinitive.

Vocabulary: lexical forms specially related to the business context and working life.

4 TEACHING AND LEARNING STRATEGIES

In the classroom the teacher will introduce progressively different business topics which will be used as a common thread to propose a series of communication activities in the different skills areas (Listening, Speaking, Spoken Interaction, Reading & Writing), in a way that some of them can be practised within the classroom, both individually or in group, so that the student can receive in the first place the appropriate indications and orientations about its correct realization and can also get the necessary feedback, clarifications and support once they have been done with the aim of improving in future similar activities and also in the assessment of their performance.

Outside the classroom Students will have to carry out self-learning activities and others complementing the guided learning within the classroom which will help them to achieve the necessary practise to reinforce and consolidate systematically the formal knowledge of the English grammar already acquired previously, as well as increasing their knowledge of the lexical and language structures needed to develop in an international business environment.

Students will also be asked to do some communication activities in English on their own which will require a longer time of preparation and realization and so will not be completed within the class timetable.

5 ASSESSMENT

According to the Bologna Scheme, this model encourages the sustained continuous effort of students. 40% of the mark is achieved through the continuous assessment of guided activities and the remaining 60% from the onsite final exam. The final exam has two sittings.

The final mark for the course (NF) will come out by applying the following formula:

- **NF = Final Exam mark x 60% + Continuous Assessment mark x 40%**
- Minimum final exam mark to be able to average with continuous assessment will be 40 out of 100.
- The minimum pass mark for the course will be 50 out of 100.

6 BIBLIOGRAPHY

Business case studies for roleplay and decision making activities provided by the course professors.

BEC VANTAGE Exam Sample papers.

Additional support material will be provided in the virtual platform ATENEA