



centro adscrito a:



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

GUÍA DOCENTE de INGLÉS I 2020-2021

GENERAL INFORMATION

Course Title:	English I
Code:	801115 (ADE) / 801910 (MKCD)
Academic year:	2020-21
Degree titles:	Grado en Administración y Dirección de Empresas Grado en Marketing y Comunicación Digital
Number of credits (ECTS):	6
Prerequisites:	
Place in the scheme of studies:	1st year, 2nd semester
Date of last revision:	January 2021
Professor Responsible:	Dr. Antoni 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 to equip students with essential academic skills for Business Studies 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 or audio on both concrete and abstract topics, including technical discussions in the field of business.
- Interact in business situations 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 short academic business essays 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 business issues 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 and academic 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

Students should be able to:

- Take an active part in discussions in a business context, accounting for and sustaining your 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 academic and business situations such as presentations, negotiations 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, explaining and/or contrasting information or giving reasons in support of or against a particular point of view.

Content

Essay writing skills practice in a business studies context in order to achieve accuracy in the use of language and structures, as well as the appropriate organisation and development of ideas in short academic texts.

CONTENT TITLE 5: GRAMMAR AND VOCABULARY (USE OF ENGLISH)

Learning outcomes

Students should be able to:

- Use and understand grammar and syntactic structures which allow students to communicate at the level of competence the course is aimed at.
- Use and understand vocabulary both general and business-specific to communicate in an academic environment of business studies at the level of competence the course is aimed at.

Content

Grammar: Present simple and Continuous, Questions forms, 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 and infinitive.

Vocabulary: key words and phrases specially related to business studies.

4 TEACHING AND LEARNING STRATEGIES

In the first part of the class, the teacher will introduce progressively different business topics which will be used as a common thread to propose a series of communication activities such as group discussions, reading or listening and which at the same time will focus on helping students get familiar with key business vocabulary.

In the second part of the class, a flipped classroom approach will be used, so that students will be expected to bring to class some pre-session homework done in any of the following areas: Reading, Writing or Grammar, in order that they can receive the appropriate indications and orientation about its correct realization and can also get the necessary feedback and support with the aim of improving the students English skills.

Outside the classroom students will also be invited to carry out self-learning activities complementing the guided learning within the classroom, which will help them to achieve the necessary practise to reinforce and consolidate systematically the formal command of the English grammar already acquired, 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 oral communication activities in English on their own which will require a longer time of preparation and realization and so will not be completed fully 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 result from 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

BASIC BIBLIOGRAPHY

Hughes, J. & Naunton, J. (2018). *Business Result Upper-Intermediate, Student's book* (2nd Edition). Oxford: Oxford University Press.

Business Result Interactive workbook (included in the previous coursebook) with online access at: www.oxfordlearn.com/login

Additional material will be provided in the virtual teaching support platform.

ADDITIONAL BIBLIOGRAPHY

Murphy, R. (2012). *English grammar in use*. Cambridge University Press.

Multiple webography will be provided in the virtual teaching support platform

