240EO320 - Business English

Coordinating unit: 240 - ETSEIB - Barcelona School of Industrial Engineering
Teaching unit: 756 - THATC - Department of History and Theory of Architecture and Communication Techniques
Academic year: 2019
Degree: MASTER'S DEGREE IN MANAGEMENT ENGINEERING (Syllabus 2012). (Teaching unit Optional)
ECTS credits: 3
Teaching languages: English

Teaching staff
Coordinator: Marta Aguilar i Pérez
Others: Aguilar Perez, Marta

Prior skills
Students should have studied English before and have an Upper-Intermediate level (B.2.2.).

Requirements
Students should possess B.2.2. level, or higher.

Degree competences to which the subject contributes

Basic:
CB8. (ENG) Que els estudiants siguin capaços de d’integrar coneixements i enfrentar-se a la complexitat de formular judicis a partir d'una informació que, essent incompleta o limitada, inclogui reflexions sobre les responsabilitats socials i ètiques vinculades a l'aplicació del seus coneixements i judicis.
CB10. (ENG) Que els estudiants poseeixin les habilitats d'aprenentatge que els permetin continuar estudiant d'una manera d'una forma que haurà de ser en gran mesura autodirigit o autonònom
CB9. (ENG) Que els estudiants sàpiguen comunicar les seves conclusions i coneixements (i darrers raonaments que els sostentin), a públics especialitzats i no especialitzats de manera clara i sense ambigüitats.

Transversal:
1. FOREIGN LANGUAGE: Achieving a level of spoken and written proficiency in a foreign language, preferably English, that meets the needs of the profession and the labour market.
2. TEAMWORK: Being able to work in an interdisciplinary team, whether as a member or as a leader, with the aim of contributing to projects pragmatically and responsibly and making commitments in view of the resources that are available.

Teaching methodology

The course tackles oral and reading comprehension skills as well as writing and speaking skills. Activities are an integral part of the course, including: case studies (e.g. reading a case from which a meeting will be simulated), letter and email writing, speaking over the telephone or participating in business meetings. At the same time, basic vocabulary related to Management will be practised through different readings. Students will carry out some teamwork tasks. The course will be based upon a combination of the following methodologies:
-Practical lessons where the teacher starts explaining different aspects and then students do some practice tasks and solve problems.
-Individually or in pairs students carry out tasks to practise the aspects covered in every module.
-Case Method: through the reading of a case, students solve communicative problems arising from the case. Different situations will require different types of communication.
Learning objectives of the subject

- Enable students to successfully communicate and participate in the business world (international and globalised environment), both in writing and orally.
- Acquaint students with the communicative skills in English in order to effectively participate in meetings, negotiations and interactions within an international context.
- Improve and increase their spoken/oral fluency and confidence. Practise grammar and vocabulary/phrases related to management and business in general.
- Raise awareness among students about the different types of communication within an internationalised company and about the need to accommodate different degrees and types of formality, tone and style to every specific situation.

Study load

<table>
<thead>
<tr>
<th>Total learning time: 75h</th>
<th>Hours medium group: 27h</th>
<th>36.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Self study:</td>
<td>48h</td>
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# 240EO320 - Business English

<table>
<thead>
<tr>
<th>Content</th>
<th>Learning time: 8h 10m</th>
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<tbody>
<tr>
<td><strong>Business Communication</strong></td>
<td>Theory classes: 3h 30m</td>
</tr>
<tr>
<td></td>
<td>Practical classes: 1h</td>
</tr>
<tr>
<td></td>
<td>Self study: 3h 40m</td>
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</tbody>
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**Description:**
Audience, communicative purpose, mode (written/spoken), language (tone & style): choosing the adequate register and style according to every communicative situation.

**Related activities:**
Reading a text on finance strategy and associated vocabulary.

<table>
<thead>
<tr>
<th>Content</th>
<th>Learning time: 17h 25m</th>
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<tbody>
<tr>
<td><strong>Spoken communication</strong></td>
<td>Theory classes: 2h 05m</td>
</tr>
<tr>
<td></td>
<td>Practical classes: 9h 30m</td>
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<tr>
<td></td>
<td>Self study: 5h 50m</td>
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**Description:**
Telephoning (the language of telephoning)
Meetings.
Elevator pitch.

**Related activities:**
Listening and Speaking skills.

<table>
<thead>
<tr>
<th>Content</th>
<th>Learning time: 18h</th>
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</thead>
<tbody>
<tr>
<td><strong>Written communication</strong></td>
<td>Theory classes: 9h 50m</td>
</tr>
<tr>
<td></td>
<td>Practical classes: 1h 40m</td>
</tr>
<tr>
<td></td>
<td>Self study: 6h 30m</td>
</tr>
</tbody>
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**Description:**
Formal letters (inquiry, complaint and apology) Memos and Emails. Feasibility reports

**Related activities:**
Reading a text and vocabulary related to marketing.
Brief product presentations.
**Job-searching activities**

- **Description:**
  - Job-searching tasks.
  - Writing a CV and application letter.
  - Job Interviews.

<table>
<thead>
<tr>
<th>Learning time:</th>
<th>30h 10m</th>
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</thead>
<tbody>
<tr>
<td>Theory classes:</td>
<td>10h 20m</td>
</tr>
<tr>
<td>Practical classes:</td>
<td>10h 10m</td>
</tr>
<tr>
<td>Self study:</td>
<td>9h 40m</td>
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**Qualification system**

- Final exam: 50%
- Short-range tasks (done at home or in class): 25%
- Tasks carried out in class (oral presentation) and participation and attendance: 25%

**NEW ASSESSMENT (Coronavirus-adapted):**

- Written exam (final exam): 20%
- Short-range written tasks + assignments submitted on Atenea: 50%
- Active participation and spoken activities: 30% (elevator pitch, recorded meeting, job interview, etc.)

**Regulations for carrying out activities**

In the final exam students are not allowed to have their notes with them and the exam will always be individual. Marks from participation in class and the tasks carried out in class/at home will be done in pairs, occasionally in small groups, and mostly oral tasks. As to tasks performed at home, they have to be individual and plagiarism will be penalised up to negative values.
Bibliography

Basic:


