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: 2017
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: Rodriguez Coronil, Maria Dolores

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

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.
3. EFFECTIVE USE OF INFORMATION RESOURCES: Managing the acquisition, structuring, analysis and display of data and information in the chosen area of specialisation and critically assessing the results obtained.

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.
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- 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:</th>
<th>27h</th>
<th>36.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Self study:</td>
<td>48h</td>
<td>64.00%</td>
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</table>
## Content

### Business Communication

**Learning time:** 8h 30m  
- Theory classes: 4h 30m  
- Self study: 4h  

**Description:**  
Audience, communicative purpose, way (written/spoken), registration (tone & style): choosing the adequate register and style according to every communicative situation.  

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

### Spoken communication

**Learning time:** 25h  
- Theory classes: 17h  
- Self study: 8h

**Description:**  
Telephoning (the language of telephoning)  
Meetings.  

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

### Written communication

**Learning time:** 15h  
- Theory classes: 9h  
- Self study: 6h

**Description:**  
Formal letters (inquiry, complaint and apology) Memos and Emails.  

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

### Job-searching activities

**Learning time:** 25h  
- Theory classes: 8h 40m  
- Self study: 16h 20m

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

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:


