

Syllabus

Subject

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| Subject / Group | 21145 - Business English / 33 |
| Degree | Double Degree in Business Administration and Tourism - Fifth year Degree in Business Administration - Fourth year Degree in Economics - Third year Degree in Geography (2009 syllabus) - Third year Degree in Labour Relations (2010 syllabus) - Fourth year Double Degree in Business Administration and Law (2013 syllabus) - Fourth year |
| Credits | 6 |
| Period | 1st semester |
| Language of instruction | English |

Professors

| Lecturers | Office hours for students | | | | | |
|--|---------------------------|----------------|-----------|------------|------------|---------------------|
| | Starting time | Finishing time | Day | Start date | End date | Office / Building |
| Marta Villalba Lázaro | 10:30 | 11:30 | Wednesday | 11/09/2019 | 18/12/2019 | Ab09/ Ramón Lull |
| <i>Responsible</i> marta.villalba@uib.es | 12:00 | 13:00 | Thursday | 14/02/2020 | 28/05/2020 | Ab09/RII |

Context

The objective of this subject is to help students reach a B2 level of English (according to the Common European Framework Reference for Languages), which is a necessary requirement in order to obtain a degree in the University of the Balearic Islands.

Requirements

Essential

This subject will be entirely taught in English, and it is thus the responsibility of students to make sure they have a B1 level of English *before* registering. Those students who do not have the required B1 level of English before the term starts are welcome to use the Continuous Language Learning Classroom, located in the Jovellanos building (see further details here: http://rrhh.uib.es/digitalAssets/137/137294_aulaangl.pdf)

Skills

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Specific

- * CE2.3 Preparing decision-making in companies and organisations, especially at operative and tactical levels (Preparar la toma de decisiones en empresas y organizaciones, especialmente en los niveles operativo y táctico).

Generic

- * CG3 Ability to communicate in English (Capacidad para comunicarse en inglés).
- * CG1 Teamwork skills development (Capacidad para trabajar en equipo).
- * CG6 (CB4) Ability to communicate information, ideas, problems, and solutions to an audience, both specialised and non-specialised (Poder transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado).

Basic

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Content

Contents

Range of topics

Units. Modules 1-12:

MODULE 1

- 1.1 Ways of Working.
- 1.2 Making Contacts.
- 1.3 Speaking: Talking about Yourself.

MODULE 2

- 2.1 Company Benefits.
- 2.2 Presenting your Company.
- 2.3 Reading: Checking for Errors.

MODULE 3

- 3.1 Starting a Business.
- 3.2 Leaving and Taking Messages.
- 3.3 Listening: Short Messages.

MODULE 4

- 4.1 Advertising.
- 4.2 Delegating.
- 4.3 Reading: Vocabulary and Collocation.

MODULE 5





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- 5.1 The Workplace.
- 5.2 Participating in a Meeting.
- 5.3 Speaking: Short Presentations.
- MODULE 6
- 6.1 Recruitment.
- 6.2 Emailing.
- 6.3 Reading: Linking Ideas.
- MODULE 7
- 7.1 Sales.
- 7.2 Selling.
- 7.3 Reading: Extracting Key Information.
- MODULE 8
- 8.1 Training.
- 8.2 Showing You're Listening.
- 8.3 Listening: Short Monologues.
- MODULE 9
- 9.1 Branding.
- 9.2 Getting Through.
- 9.3 Writing: Reports.
- MODULE 10
- 10.1 Management.
- 10.2 Solving Problems.
- 10.3 Listening: an Interview.
- MODULE 11
- 11.1 Ethical Economics.
- 11.2 Discussing Trends.
- 11.3 Reading: Longer Texts.
- MODULE 12
- 12.1 Business Law.
- 12.2 Handling Questions.
- 12.3 Speaking: Discussions.

Teaching methodology



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21145 Business English follows a strong face-to-face learning approach; for this reason, students should attend their weekly lessons regularly (those students who cannot attend lessons, please refer to the Article 7 of the Reglament Acadèmic - Matricula d'estudiants a temps parcial).

The student must obtain a minimum score of 5 out of 10 in the Final Exam (50%) and in the Reading Task (10%) in order to pass the subject. In those cases where the mathematical average is higher than 5, and the final examination scores lower than a 5, the student will have a 4.5 on his or her marks record, according to the the article 26.7 of the Reglament Acadèmic

Alternative assessment dates will not be offered to any student except in those cases mentioned in the Article 26.6of the Reglament Acadèmic.

The use of cell phones and other electronic devices is not permitted in the classroom. Laptops will be only accepted if they are necessary for the tasks related to course activities. Any electronic device (including laptops or mobile phones) are NOT allowed in the classroom during test practice, or examinations, except when directly specified by the teacher.

Plagiarism will be penalised in agreement with the UIB Academic Regulation (Article 33).

In-class work activities (2.4 credits, 60 hours)

| Modality | Name | Typ. Grp. | Description | Hours |
|-------------------|-------------------|------------------|---|-------|
| Theory classes | | Large group (G) | Lessons devoted to the acquisition of necessary requirements to successfully use English language in the specific context of Business English. | 22 |
| Practical classes | | Medium group (M) | Sessions devoted to the practice and improvement of competence in oral communication. | 27 |
| Assessment | Reading task | Large group (G) | Students will complete a reading task to be assessed on this competence. Further information will be given at the beginning of the term. | 4 |
| Assessment | Final exam | Large group (G) | The final exam will include multiple-choice questions which test the students' competence in relation to twodifferent skills:Use of English (Grammar and Vocabulary) and Listening. Students must obtain a minimum mark of 5 in this test in order to pass the subject. Incorrect answers will be penalised. | 4 |
| Assessment | Writing exercise | Large group (G) | Students will need to produce a piece of writing related to their field of study. The exam will feature two choices out of the four text types dealt with throughout the term, and students will have to choose and develop only ONE of them in 150-180 words. | 2 |
| Assessment | Oral presentation | Large group (G) | Students will have to prove their ability to communicate coherently in spoken English.Further guidelines will be provided at the beginning of the term, including the number of group members, the time limit, and the last day to notify the relevant details (students failing to respect the deadline will be penalised according to the lecturer's criteria). Unlimitedpointswill be taken for reading and not meeting the time and content requirements. | 1 |

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to

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whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (3.6 credits, 90 hours)

| Modality | Name | Description | Hours |
|-----------------------|------|---|-------|
| Individual self-study | | Students will plan their individual work and complete a number of activities. | 90 |

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Students will have to complete a series of tasks during the course, an oral exam, a writing task and a final exam.

Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Reading task

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|---------------------|--|
| Modality | Assessment |
| Technique | Real or simulated task performance tests (retrievable) |
| Description | Students will complete a reading task to be assessed on this competence. Further information will be given at the beginning of the term. |
| Assessment criteria | Students will have to complete a reading task (see the section "Methodology" for further details). |

Final grade percentage: 10%with a minimum grade of 5

Final exam

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| Modality | Assessment |
| Technique | Objective tests (retrievable) |
| Description | The final exam will include multiple-choice questions which test the students' competence in relation to twodifferent skills:Use of English (Grammar and Vocabulary) and Listening. Students must obtain a minimum mark of 5 in this test in order to pass the subject. Incorrect answers will be penalised. |
| Assessment criteria | The final exam will include exercises which test the students' competence in relation to twodifferent skills:Use of English and Listening.Incorrect answers will be penalised. |

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This exam must be passed with a minimum of a 5 in order to successfully pass the subject (see the section "Methodology" for further details).

Final grade percentage: 50% with a minimum grade of 5

Writing exercise

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| Modality | Assessment |
| Technique | Extended-response, discursive examinations (non-retrievable) |
| Description | Students will need to produce a piece of writing related to their field of study. The exam will feature two choices out of the four text types dealt with throughout the term, and students will have to choose and develop only ONE of them in 150-180 words. |
| Assessment criteria | Students will need to produce a piece of writing related to their field of study (see the section "Methodology" for further details). |

Final grade percentage: 20%

Oral presentation

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| Modality | Assessment |
| Technique | Oral tests (non-retrievable) |
| Description | Students will have to prove their ability to communicate coherently in spoken English. Further guidelines will be provided at the beginning of the term, including the number of group members, the time limit, and the last day to notify the relevant details (students failing to respect the deadline will be penalised according to the lecturer's criteria). Unlimited points will be taken for reading and not meeting the time and content requirements. |
| Assessment criteria | Students will have to prove their ability to communicate coherently in spoken English by developing a topic related to their field of study (see the section "Methodology" for further details). |

Final grade percentage: 20%

Resources, bibliography and additional documentation

Basic bibliography

Students must obtain a copy of the following textbook before the beginning of the term:
Hughes, J. (2010). *Total Business 2*. Oxford: Summertown Publishing. (ISBN 9780462098654).
Having a copy of the workbook is highly recommended:
Dummett, P. (2012). *Total Business 2*. Oxford: Summertown Publishing. (ISBN: 9780462098661).

Complementary bibliography

Vince, M. (2009). *First Certificate Language Practice with Key*. Basingstoke: Macmillan.
Vince, M. (2008). *Macmillan English Grammar: In Context*. Oxford: Macmillan Education.
Vince, M. and P. Emmerson (2003). *Intermediate Language Practice with Key*. Basingstoke: Macmillan.
Vince, M. and K. McNicholas (2003). *Elementary Language Practice with Key*. Basingstoke: Macmillan.

Other resources

<http://englishonline.sites.uol.com.br/english/intermediate.htm> <http://www.bbc.co.uk/worldservice/learningenglish/language> <http://www.uefap.com/index.htm> <http://a4esl.org>





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<http://www.grammar-quizzes.com/index.html> <http://english.baladre.org/sedaviwebfront/grammarindex.htm>
<http://www.englishexercises.org>
Online resources for listening
<http://englishlistening.com>
<http://soundsofenglish.org>
<http://esl.about.com>
<http://www.eslcafe.com>
<http://englishonline.sites.uol.com.br/english/intermediate.htm>
<http://www.bbc.co.uk/worldservice/learningenglish/language>
<http://www.uefap.com/index.htm>
<http://a4esl.org>
<http://www.audioenglish.net/>
BBC The British Council
<http://www.teachingenglish.org.uk/>
<http://www.britishcouncil.org/learnenglish-central-grammar-grammar-games-archive.htm>
Online dictionaries and related resources:
<http://dictionary.cambridge.org/>
<http://www.wordreference.com//>

