

TEACHING GUIDE

DETAILS OF THE SUBJECT

Title (of the subject): **INGLÉS COMERCIAL**

Code: 100134

Degree/Master: **GRADO DE ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS**

Year: 3

Name of the module to which it belongs: OPTATIVIDAD

Field: OPTATIVIDAD

Character: OPTATIVA

ECTS Credits: 4

Face-to-face classroom percentage: 40%

Online platform:

Duration: SECOND TERM

Classroom hours: 40

Non-contact hours: 60

TEACHER INFORMATION

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REQUIREMENTS AND RECOMMENDATIONS

Prerequisites established in the study plan

None.

Recommendations

1. For this course, it is advisable to have a basic to low intermediate (A2) knowledge of English:

- a) In order to follow the sessions in English. If necessary, grammar points that require it will be explained in Spanish.
- b) Because, as with all specific subjects, business English is built on the basis of general English.

2. Despite indicating here some obvious ideas, considered as *conditio sine qua non*, it appears appropriate to remember them in this section of recommendations for the smooth operation of the seminars, in order for all students to be able to gain maximum class hours, and with the aim of the generated environment during the sessions being the best possible in order to encourage favorable conditions for the sake of pedagogy:

- a) You should get to class **on time**, as you **will not be allowed to enter until the break** once the session has started.
- b) The use of cell phones and other electronic devices during the classes is **strictly prohibited**. The handling of such devices for instructional purposes may be accepted, for example, when the use of online dictionaries is permitted (made explicit by the teacher) for the development of a class exercise.

SKILLS

C40	Oral and written communication in professional settings related to business (rel.CB4, CB5, CU1, CE3).
C72	Preparation and understanding of everyday documents within a business English environment (rel. CU1 and CE3).
C73	Preparation and understanding of everyday documents within a business English environment (rel. CU1 and CE3).
C32	Professional language skills. Development of intercultural communicative competence (rel. CU1).
CU1	Lexical acquisition of terms related to a professional environment (rel. CU1).
C33	Ability to give oral presentations on topics related to the field of business (rel.CB4, CB5, CU1, CE3)

OBJECTIVES

A1 Revision

- Students will be able to ask and answer simple questions on very familiar topics, use simple phrases and sentences to describe where you live and people you know.
- Students will be able to understand familiar words and very basic phrases about themselves, their family and immediate surroundings when people speak slowly and clearly and repeats.
- Students will be able to understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues.
- Students will be able to write a short, simple emails and holiday postcards, fill in forms with personal details, for example entering your name, nationality and address on a hotel registration form.

A2 Revision

- Present Simple
- Present Continuous
- Comparative and superlative



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- Past Simple
- Past Simple Continuous
- Present Perfect
- Going to and will for predictions and future events and spontaneous decisions
- Adverbs of frequency and manner
- Reflexive pronouns
- So/ such
- Have to/ need to for obligation
- Present Simple Passive
- When / while
- Must / might for deductions
- As soon as
- Be able to / good at
- Although / however
- First Conditional
- Used to + verb
- Relative clauses
- B1 objectives (see contents)

CONTENT

1. Theory contents

Thematic content:

- Gaining Experience
- Customer satisfaction
- Job interviews
- Marketing and Selling
- Entrepreneurship

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Vocabulary content:

Personal details

Verbs relating to telephoning

Customer service

Adjectives to describe personality

Collocations relating to job seeking

Collocations and vocabulary related to marketing, sales and advertising

Positions in a company

Types of organizations

Collocations relating to enterprise finance

Grammar content:

Present simple

Frequency adverbs

Prepositions of time

Present continuous

Past simple

Past continuous

Comparatives and superlatives

Modal verbs

Functions:

Meeting people and making conversation

Writing informal emails

Telephoning

Writing formal letters and emails

Participating in an interview

Redacting a CV

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Answering questions about your CV and professional experience

Persuading

"Selling" changes

Participating in meetings

Expressing requests, offers and invitations

2. Practical contents

See above

METHODOLOGY

General clarifications on the methodology. (optional)

The English language is presented as a tool to serve a communicative purpose in a commercial and administrative context. Therefore, the methodology focuses on the communicative use of English and the four basic skills (reading, speaking, listening and writing) will be practiced in the commercial field, without neglecting the use of English in other more general situations.

In class, the handbook indicated in the bibliography will be followed. In addition, texts of more specific content will be distributed during the seminars which students must work on during segments of the class or at home approaching the week of the seminar.

The more theoretical activities will be complemented by practical sessions which aim to influence the skills of oral and written production. Also, students will have the opportunity to improve listening skills through audio related to the contents of the subject and communicative practice.

Methodological adaptations for part-time students and students with disabilities and special educational needs

Part-time students and students with special needs should contact the course coordinator (Prof. Paula Martin: paula.martin@uco.es) before the semester begins in order to establish an appropriate methodology and assessment system, if necessary.

Face-to-face activities

Activity	Large group	Medium group	Total
Listening Activities	10	-	10
Reading Activities	10	-	10
Speaking Activities	-	10	10
Writing Activities	10	-	10
Total hours:	30	10	40

Not on-site activities

Activity	Total
Finding information	15
Self-study	45
Total hours:	60

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WORK MATERIALS FOR STUDENTS

Practical cases and examples
Course book

Clarifications:

Course book: Allison, J & Emerson, P. (2014). *The Business 2.0. B1 Pre-intermediate*. MacMillan Education. London.

EVALUATION

Skills	Tools			
	Use of english	Writing	Listening	Reading
CU1	x			
C32	x			
C33	x			
C40	x	x	x	x
C72		x		x
C73		x		x
Total (100%)	25%	25%	25%	25%
Minimum grade.(*)	0	0	0	0

(*) Minimum grade necessary to pass the subject

¿Valora la asistencia?: No

General clarifications on instruments for evaluation:

Evaluation will consist on a final test, to be done on the officially established date, including the four assessment instruments mentioned above.

Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

Part-time students and students with special needs should contact the course coordinator before the sesmester begins (Prof. Paula Martin: paula.martin@uco.es)

Qualifying criteria for obtaining honors: Matrícula de Honor will be given to 5% of the students with the highest grades (with a minimum of 9 as a global grade), according to UCO regulations.

¿Hay exámenes/pruebas parciales?: No

BIBLIOGRAPHY

1. Basic Bibliography:

Allison, J & Emerson, P. (2014). *The Business 2.0. B1 Pre-intermediate*. MacMillan Education. London.



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2. Further reading:

VVAA, 198 English Paragraphs 3. Business, Madrid: Vaughan Systems, 2012.

Milar, Kyle, Business English. Madrid, Vaughan, 2014.

Fernández Sánchez, Eulalio & Torralbo Caballero, Juan de Dios, B1 Inglés Instrumental para Adultos, Córdoba: Don Folio, 2013.

COORDINATION CRITERIA

- No criteria entered

SCHEDULE

Period	Activity			
	Listening activities	Reading activities	Speaking activities	Writing activities
1# Fortnight	1	1	1	2
2# Fortnight	1	2	1	1
3# Fortnight	2	1	1	1
4# Fortnight	1	1	2	1
5# Fortnight	1	1	1	2
6# Fortnight	1	1	2	1
7# Fortnight	2	1	1	1
8# Fortnight	1	2	1	1
Total hours:	10	10	10	10

The methodological strategies and the evaluation system contemplated in this Teaching Guide will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.