



UNIVERSIDAD DE CORDOBA

FACULTAD DE DERECHO Y CIENCIAS
ECONÓMICAS Y EMPRESARIALES
**GRADO DE ADMINISTRACIÓN Y
DIRECCIÓN DE EMPRESAS**
2024/25 YEAR
INGLÉS COMERCIAL



Course details

Course name: INGLÉS COMERCIAL

Code: 100134

Degree/Master: GRADO DE ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS

Year:

Field: OPTATIVIDAD

Character: OPTATIVA

Duration: SECOND TERM

ECTS Credits: 4.0

Classroom hours: 40

Face-to-face classroom percentage: 40.0%

Study hours: 60

Online platform: <https://moodle.uco.es/>

Coordinating teacher

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Brief description of the contents

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

-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)

Prerequisites

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.

Study programme

1. Theory contents

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Thematic contents:

Gaining Experience

Customer satisfaction

Job interviews

Marketing and Selling

Entrepreneurship

Vocabulary contents:

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 contents:

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

Writing a CV

Answering questions about your CV and professional experience

Persuading

"Selling" changes

Participating in meetings

Expressing requests, offers and invitations

2. Practical contents

See above.

Bibliography

1. Basic Bibliography

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

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.

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 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 |
|--|-------------|--------------|-----------|
| <i>Oral communication activities</i> | - | 10 | 10 |
| <i>Reading comprehension, listening, visual, etc. activities</i> | 20 | - | 20 |
| <i>Written expression activities</i> | 10 | - | 10 |
| Total hours: | 30 | 10 | 40 |

Off-site activities

| Activity | Total |
|--|-----------|
| <i>Exercise and problem solving activities</i> | 20 |
| <i>Information processing activities</i> | 20 |
| <i>Information search activities</i> | 20 |
| Total hours | 60 |

Results of the training and learning process

Knowledge, competencies and 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)

Assessment methods and instruments

| Intended learning outcomes | Examination | Means of practical execution | Students assignments |
|----------------------------|-------------|------------------------------|----------------------|
| C32 | X | X | X |
| C33 | X | X | X |
| C40 | X | X | X |
| C72 | X | X | X |
| C73 | X | X | X |
| CU1 | X | X | X |
| Total (100%) | 60% | 20% | 20% |
| Minimum grade (*) | 3 | 1 | 1 |

(*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

General clarifications on instruments for evaluation:

General clarifications on instruments for evaluation: All students must be evaluated in all of the following skills in

order to calculate their final grade:

1. Means of practical execution: Activities of Reading Comprehension to be completed during the course (20% of the final mark).

2. Students' assignments: Writing to be completed during the course (20% of the final mark).

3. Examination: Final exam (60% of the final mark): Use of English (20% of the final mark), Vocabulary (20% of the final mark) and Listening (20% of the final mark).

The use of electronic devices such as tablets or telephones is forbidden. Disciplinary and academic actions will follow if students persist in their use. Likewise, students are expected to behave politely in class both with the lecturers and their classmates. Incidents which disrupt the learning environment may derive into a lower grade at the discretion of the lecturers, in addition to the disciplinary consequences determined by the competent bodies.

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 semester begins.

Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

N/A

Qualifying criteria for obtaining honors:

The distinction «Matrícula de Honor» will be awarded to students getting at least 9.0 points out of 10. No more than 5% of the students that make up the official class group will be awarded such a recognition.

Sustainable development goals

Unrelated

The methodological strategies and the evaluation system contemplated in this Teaching Guide will respond to the principles of equality and non-discrimination and must be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required. Students must be informed of the risks and measures that affect them, especially those that may have serious or very serious consequences (article 6 of the Safety, Health and Welfare Policy; BOUCO 23-02-23).
