



UNIVERSIDAD DE CORDOBA

INSTITUTO DE ESTUDIOS DE POSGRADO

**MÁSTER UNIVERSITARIO EN  
COMERCIO EXTERIOR E  
INTERNACIONALIZACIÓN DE  
EMPRESAS**

2024/25 YEAR

**BUSINESS ENGLISH**



### Course details

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**Course name:** BUSINESS ENGLISH**Code:** 103119**Degree/Master:** MÁSTER UNIVERSITARIO EN COMERCIO EXTERIOR E  
INTERNACIONALIZACIÓN DE EMPRESAS**Year:** 1**ECTS Credits:** 4.0**Classroom hours:** 30**Face-to-face classroom percentage:** 30.0%**Study hours:** 70**Online platform:** <https://moodle.uco.es/>

### Coordinating teacher

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### Brief description of the contents

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The contents covered in this course will allow students to improve their communicative skills in English in a professional environment as well as to achieve a set of specific objectives:

- To speak on the phone to do business.
- To write commercial correspondence.
- To handle grammatical and lexical resources needed for written and oral interaction.
- To analyse the cultural aspects involved in business.

### Prerequisites

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#### Prerequisites established in the study plan

None.

#### Recommendations

A B2 English level is strongly recommended.

## Study programme

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### 1. Theory contents

1. On the phone
2. Sending e-mails
3. Presenting in business
4. Introduction to negotiation
5. Intercultural business communication

### 2. Practical contents

The theoretical contents will be accompanied by a set of practical activities.

## Bibliography

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## Methodology

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### Clarifications

Part-time students will be required to ask the lecturer for information on how to successfully pass the course.

### Face-to-face activities

Activity	Total
<i>Assessment activities</i>	5
<i>Oral communication activities</i>	5
<i>Projects based on the course contents</i>	5
<i>Reading comprehension, listening, visual, etc. activities</i>	5
<i>Written expression activities</i>	10
<b>Total hours</b>	<b>30</b>

### Off-site activities

Activity	Total
<i>Exercise and problem solving activities</i>	30
<i>Information processing activities</i>	20
<i>Information search activities</i>	20
<b>Total hours</b>	<b>70</b>

## Results of the training and learning process

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### Knowledge, competencies and skills

- CB10 To make students able to show learning abilities that allow them to continue studying in an self-directed or independent manner
- CB9 To ensure that students are able to effectively communicate their conclusions and the reasons that underpin them to specialist and non-specialist audiences in a clear and unambiguous manner.
- CE4 To understand and assess the instruments most commonly used in International Business.
- CE8 To reach an intermediate to high level of oral and written communication in the foreign language.
- CGE2 To encourage students in the following skills and abilities: analysis and synthesis,

organization and planning, oral and written communication, problem solving, decision making, teamwork, critical thinking, autonomous learning, creativity, ability to apply theoretical knowledge in the practice, use of the Internet as a means of communication and as a source of information.

CGE5 To know how to communicate with colleagues, the academic community and society as a whole, and with business professionals.

CGE6 To acquire intercultural orientation in its distinct levels (linguistic, economic and social), such that they may assimilate the opportunities and challenges which are presented by the markets, varying cultures, and legal frameworks.

### Assessment methods and instruments

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Tools	Percentage
Attendance checklist	10%
Oral means	50%
Students assignments	40%

#### Period of validity for partial qualifications:

The academic year 2024/2025

#### Clarifications:

Students must pass all the evaluation tools to pass the course:

- "Attendance checklist" refers to the presence of students along with their participation during classroom time.
- "Oral means" refers to the presentation that will take place at the end of the semester; students are expected to put into practice all the skills learnt throughout the course.
- "Students assignments" refer to the activities that students perform throughout the semester.

Plagiarism and/or cheating during the performance of ANY of the assignments carried out during the course will entail instant failure. This also includes the use of any artificial intelligence tools. The professor reserves the right to conduct a personal interview with the students about any of the assignments carried out in the course to clarify originality or any other relevant aspect.

## Sustainable development goals

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Quality education

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*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).*

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