



Academic year	2017-18
Subject	21145 - Business English
Group	Group 92, 2S, GECO
Syllabus	F
Language	English

## Syllabus

### Subject

<b>Name</b>	21145 - Business English
<b>Credits</b>	2.4 in-class (60 hours) 3.6 distance (90 hours) 6 total (150 hours).
<b>Group</b>	Group 92, 2S, GECO (Campus Extens)
<b>Period</b>	Second semester
<b>Language of instruction</b>	English

### Lecturers

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office
María Mercedes Escaño Moyá <a href="mailto:m.escano@uib.es">m.escano@uib.es</a>						You need to book a date with the professor in order to attend a tutorial.

### Context

The objective of this subject is to help students of GADE, GECO, GRLA, GGEO and GAID 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 requirements

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](http://rrhh.uib.es/digitalAssets/137/137294_aulaangl.pdf))

### Skills

Basic competences can be consulted at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

### 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)..



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### 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

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### Contents

#### Theme content

- Unit. 1. Culture and its impact
- Unit. 2. Technology and business
  - Writing 1: Making first contact
- Unit. 3. Motivation
- Unit. 4. Human resources
  - Writing 2: Covering letter for a job application
- Unit. 5. Organisations and their structures
- Unit. 6. Managing organisations
  - Writing 3: Everyday business emails
- Unit. 7. Supply chain management (SCM)
- Unit. 8. Quality management
  - Writing 4: Writing group emails
- Unit. 9. Marketing strategy
- Unit. 10. Customer relationship management (CRM)
  - Writing 5: Responding to written complaints
- Unit. 11. Accounting
- Unit. 12. Finance
  - Writing 6: Describing charts, graphs and statistics
- Unit. 13. Decision making
- Unit. 14. The learning organisation
  - Writing 7: Business proposals

## 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 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 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 26.6 of 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

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	Final exam	Large group (G)	The final exam will include multiple-choice questions which test the students' competence in relation to three different skills: Reading, 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 not be penalised.	4
Assessment	Oral presentation	Large group (G)	Students will have to prove their ability to communicate coherently in spoken English. Students must choose a topic related to their field of study and develop it in an oral presentation. 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).	1
Assessment	Practice task	Large group (G)	Students will complete a task to practise one of the assessment activities. Further information on this task will be provided at the beginning of the term.	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 (email, essay, covering letter, letter of apology), and students will have to choose and develop only ONE of them in 120-180 words.	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIB digital 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 Campus Extens platform.

### Distance education work activities

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

#### Theory classes

Modality	Theory classes
Technique	Observation techniques ( <b>non-retrievable</b> )
Description	Lessons devoted to the acquisition of necessary requirements to successfully use English language in the specific context of Business English.
Assessment criteria	
Final grade percentage:	0%

#### Practical classes

Modality	Practical classes
Technique	Observation techniques ( <b>non-retrievable</b> )
Description	Sessions devoted to the practice and improvement of competence in oral communication.
Assessment criteria	
Final grade percentage:	0%

#### Final exam

Modality	Assessment
Technique	Objective tests ( <b>retrievable</b> )
Description	The final exam will include multiple-choice questions which test the students' competence in relation to three different skills: Reading, 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 not be penalised.
Assessment criteria	The final exam will include exercises which test the students' competence in relation to three different skills: Reading, Use of English, and Listening.

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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 minimum grade 5

### Oral presentation

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Modality	Assessment
Technique	Oral tests ( <b>non-retrievable</b> )
Description	Students will have to prove their ability to communicate coherently in spoken English. Students must choose a topic related to their field of study and develop it in an oral presentation. 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).
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%

### Practice task

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Modality	Assessment
Technique	Real or simulated task performance tests ( <b>non-retrievable</b> )
Description	Students will complete a task to practise one of the assessment activities. Further information on this task will be provided at the beginning of the term.
Assessment criteria	Students will have to complete a task to practise one assessment activity (see the section "Methodology" for further details).

Final grade percentage: 10%

### Writing exercise

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Modality	Assessment
Technique	Extended-response, discursive examinations ( <b>retrievable</b> )
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 (email, essay, covering letter, letter of apology), and students will have to choose and develop only ONE of them in 120-180 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%

## Resources, bibliography and additional documentation

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### Basic bibliography

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*Students must obtain a copy of the following textbook before the beginning of the term:*

Handford, M., Lisboa, M., Koester A. and A. Pitt (2012). *Business Advantage Intermediate*. Cambridge: Cambridge University Press.





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### Complementary bibliography

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- 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.

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### Other resources

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<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.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/>

