

Academic year	2015-16
Subject	21145 - Business English
Group	Group 3, 2S, GRLA
Teaching guide	F
Language	English

### Subject identification

<b>Subject</b>	21145 - Business English
<b>Credits</b>	2.4 de presencials (60 hours) 3.6 de no presencials (90 hours) 6 de totals (150 hours).
<b>Group</b>	Group 3, 2S, GRLA (Campus Extens)
<b>Teaching period</b>	Second semester
<b>Teaching language</b>	English

### Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Virginia Giménez Gómez <a href="mailto:virginia.gimenez@uib.es">virginia.gimenez@uib.es</a>	10:00	13:00	Friday	08/02/2016	03/06/2016	AB09 (amb cita prèvia)
Daniel Llano Goodfellow <a href="mailto:d.llano@uib.es">d.llano@uib.es</a>	16:30	17:30	Thursday	08/02/2016	30/06/2016	Ramon Llull AB009
	09:00	10:00	Monday	08/02/2016	30/06/2016	Ramon Llull AB009

### Contextualisation

The objective of this subject is to help students of GADE, GECO, GRLA and GGEO 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 (C13), located in the Guillem Cifre de Colonya 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 competencies can be consulted at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

## Teaching guide

### 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

#### Theme content

- Unit. 1. Market entry strategies
- Unit. 2. Standardisation and differentiation
  - Writing 1: Writing notes for presentations
- Unit. 3. Competition within industries
- Unit. 4. Entrepreneurship
  - Writing 2: Business plan and executive summary
- Unit. 5. Crisis management
- Unit. 6. Leadership
  - Writing 3: Writing effective emails
- Unit. 7. International communication
- Unit. 8. International outsourcing
  - Writing 4: Writing follow-up emails
- Unit. 9. Technology and innovation
- Unit. 10. Design and invention
  - Writing 5: Writing for meetings – notes, minutes and agenda
- Unit. 11. The economic environment
- Unit. 12. International trade
  - Writing 6: Describing graphs with financial and economic data
- Unit. 13. Sustainable development
- Unit. 14. Social enterprise

Writing 7: Writing a covering letter for a CV

**Teaching methodology**

*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).

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 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.

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 exercises which test the students' competence in relation to three different skills: Reading, Use of English, and Listening.	4
Assessment	Final Exam Practice	Large group (G)	Students will have to complete a sample Final Exam on Campus Extens.	4
Assessment	Oral presentation	Large group (G)	Students will have to prove their ability to communicate coherently in English.	1
Assessment	Writing exercise	Large group (G)	Students will need to produce a piece of writing related to their field of study.	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 whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

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### 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 exercises which test the students' competence in relation to three different skills: Reading, Use of English, and Listening.
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.

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

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### Final Exam Practice

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Modality	Assessment
Technique	Real or simulated task performance tests ( <b>non-retrievable</b> )
Description	Students will have to complete a sample Final Exam on Campus Extens.
Assessment criteria	Students will have to complete sample Final Exam exercises on Campus Extens.

Final grade percentage: 10%

### 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 English.
Assessment criteria	Students will have to prove their ability to communicate coherently in English.

Final grade percentage: 20%

### 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.
Assessment criteria	Students will need to produce a piece of writing related to their field of study.

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.

### 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.

### 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>



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<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//>

