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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

ENGLISH TEACHING GUIDE 2023-24

GENERAL INFORMATION

Course Title:	ENGLISH
Code:	801301 (ADE) 801800 (MKCD)
Academic year:	2023 - 2024
Degree title:	Bachelor's degree in Business Administration and Management Bachelor's degree in Marketing and Digital Communication
Number of credits (ECTS):	6
Place in the scheme of studies:	1st year, 2nd semester
Academic area:	English
Academic area head:	Eva García Tobella
Date of last revision:	January 2024
Professor Responsible:	Eva García Tobella Cèlia Pratginestós Pou Toni Tobella Vergés

1. GENERAL DESCRIPTION

This is a Business English Communication course at an upper-intermediate level whose main objective is to prepare students for effective communication in a business environment at a level corresponding to the B2 – Independent User level of the Common European Framework of Reference of the Council of Europe (CEFR), fostering both language proficiency and the ability to navigate professional situations successfully.

The following skills will be trained in a business communication context: Reading, Listening, Writing, Speaking and Spoken Interaction.

2. LEARNING OUTCOMES

At the end of the course students should be able to:

- Perform various business communication tasks and activities in English with a good degree of independence.
- Understand the main ideas of complex business text or audio on both concrete and abstract topics, including technical discussions in the field of business.
- Interact in spoken business situations with a degree of fluency and spontaneity that makes regular interaction with native and non-native English speakers quite possible without strain for either party.

- Produce appropriate business correspondence as well as clear, detailed texts on a wide range of business subjects and explain a viewpoint on a business issue giving the advantages and disadvantages of various options.

3. CONTENT

BLOCK 1: LISTENING SKILLS

Learning Outcomes

At the end of this course students should be able to:

- Understand extended speech and lectures and follow even complex lines of argument on social and business topics.
- Understand the main ideas and details of business-related conversations, meetings, presentations and interviews from native and non-native English speakers.

Content

Practice of global listening ability to learn to retrieve factual information, infer, extract gist and understand main ideas as well as focus on details from speeches, conversations, interviews or discussions in a business context.

BLOCK 2: READING SKILLS

Learning Outcomes

At the end of this course students should be able to:

- Read articles and reports concerned with contemporary social and business issues in which the writers adopt particular attitudes or viewpoints.
- Extract key information from business-related documents and materials.

Content

Reading comprehension skills development by learning to skim texts to get the gist and scan to find specific information. The reading materials will be extracted from authentic sources such as the general and business press, company and academic literature and books on business and management topics adapted to the level of competence the course is aimed at.

BLOCK 3: SPEAKING AND INTERACTIVE SKILLS

Learning Outcomes

At the end of this course students should be able to:

- Express ideas and opinions clearly and coherently in a professional context.
- Participate, with the corresponding spoken interaction, in business discussions, meetings, and negotiations.
- Deliver a clear and structured business presentation.

Content

Practice of interactive oral communication by means of pairwork or group activities in the form of role-plays of business meetings to exchange information, express opinions, compare and contrast, concede points and possibly reach a conclusion. Also, oral presentation skills will be trained.

BLOCK 4: WRITING SKILLS

Learning Outcomes

At the end of this course students should be able to:

- Write clear and accurate business emails, reports, proposals, and other professional documents.
- Use appropriate language, registers and formats in written business communication.

Content

Writing skills practice of different pieces of business correspondence for different purposes (complaining, apologising, requesting, inviting, replying, applying for a job, ...), and with the appropriate register (formal, semiformal or informal), as well as short reports, explaining and/or summarising information, describing trends, analysing and comparing data, giving reasons in support of or against a particular point of view or making recommendations.

BLOCK 5: GRAMMAR AND VOCABULARY (USE OF ENGLISH)

Learning Outcomes

At the end of the course students should be able to:

- Use and understand grammar and syntactic structures which allow students to communicate at the level of competence the course is aimed at.
- Use and understand vocabulary both general and business-specific to communicate in an academic environment of business studies at the level of competence the course is aimed at.

Content

Grammar: Present tenses, Future forms, Past tenses, Comparatives and Superlatives, Auxiliary, Modal and related verbs: past forms, Conditionals, Passives, Verb patterns with -ing and infinitive, Relative Clauses, Reported speech, Articles and Quantifiers.

Vocabulary: key words and phrases specially related to business studies.

4. TEACHING AND LEARNING STRATEGIES

Face-to-face groups (presencial)

In the classroom different business topics will be introduced progressively which will be used as a common thread to propose a series of communication activities in the different skills areas (Listening, Speaking, Spoken Interaction, Reading & Writing), in a way that most of them can be practised within the classroom, both individually or in group, so that the student can receive in the first place the appropriate indications and orientations about its correct realization. Students will also get the necessary feedback, clarifications and support once they have been done, with the aim of improving in future similar activities and also in the assessment of their performance through tests and exams.

Students will be expected to complete some previous homework before each class session by preparing some reading, writing and use of English exercises in order to be able to make the most of their participation in the classes where these exercises are going to be worked on following the flipped classroom methodology.

Students will also be asked to do some communication activities (mainly oral presentations) in English on their own which will require a longer time of preparation and realization and so will not be completed within the class timetable.

Blended learning groups (semipresencial)

In the classroom different business topics will be introduced progressively which will be used as a common thread to propose a series of communication activities in the different skills areas (Listening, Speaking, Spoken Interaction, Reading & Writing), in a way that most of them can be done for homework, both individually or in group, following the appropriate indications and orientations that students will receive during the class about its correct realization. Students will get the necessary feedback, clarifications and support once they have been done, with the aim of improving in future similar activities and also in the assessment. Students will be expected to complete some previous homework before each class session by preparing some reading, writing and use of English exercises in order to be able to make the most of their participation in the classes where these exercises are going to be worked on following the flipped classroom methodology.

Students will also be asked to do some communication activities (mainly oral presentations) in English on their own which will require a longer time of preparation and realization and so will not be completed within the class timetable.

5. ASSESSMENT

According to the Bologna Scheme, this model encourages the sustained continuous effort of students. 40% of the mark is achieved through the continuous assessment of guided activities and the remaining 60% from the onsite final exam. The final exam has two sittings.

The final mark for the course (NF) will come out by applying the following formula:

- **NF = Final Exam mark x 60% + Continuous Assessment mark x 40%**
- Minimum final exam mark to be able to average with continuous assessment will be 40 out of 100.
- The minimum pass mark for the course will be 50 out of 100.

Face-to-face groups (presencial)

Activity	Description	% Continuous assessment (CA)	
Course work:			6%
Class participation in each of the 12 class sessions	The following will be considered: <ul style="list-style-type: none"> - Class attendance - Bringing in printed course material - Providing reasoned answers to specific exercises - Contribution to class discussion - Accuracy and Fluency 	Each class participation mark has a weight of 1.5% of CA (the best 10 marks out of 12 will be considered for the final CA average)	0.6 x 10
Tests:			32%
12 short weekly tests	2 Reading tests 2 Listening tests 2 Writing tests 3 Speaking role-plays (pairwork) 3 Oral Presentations (individual)	Each test mark has a weight of 8% of CA (the best 10 marks out of 12 will be considered for the final CA average)	3.2 x 10
Online Linguaskill platform assignments			2%
	Self-study exercises (with automated correction) to drill for the Cambridge Linguaskill Business Exam	All exercises set will be marked and averaged for a final qualification of this activity	
Final exam:			60%
Final exam	It will consist of 5 parts: Reading, Listening, Writing, Speaking, Use of English (Grammar and Vocabulary)	Each part will have a weight of 20% of the final exam	20 x 5

Blended learning groups (semipresencial)

Activity	Description	% Continuous assessment (CA)	
Course work:			6%
Class participation in each of the 6 class sessions	The following will be considered: <ul style="list-style-type: none"> - Class attendance - Bringing in printed course material - Providing reasoned answers to specific exercises - Contribution to class discussion - Accuracy and Fluency 	Each class participation mark has a weight of 3% of CA (the best 5 marks out of 6 will be considered for the final CA average)	1.2 x 5
Tests:			32%
10 short weekly tests	2 Reading tests 2 Listening tests 2 Writing tests 2 Speaking role-plays (pairwork) 2 Oral Presentations (individual)	Each test mark has a weight of 10% of CA (the best 8 marks out of 10 will be considered for the final CA average)	4 x 8
Online Linguaskill platform assignments			2%
	Self-study exercises (with automated correction) to drill for the Cambridge Linguaskill Business Exam	All exercises set will be marked and averaged for a final qualification of this activity	
Final exam:			60%
Final exam	It will consist of 5 parts: Reading, Listening, Writing, Speaking, Use of English (Grammar and Vocabulary)	Each part will have a weight of 20% of the final exam	20x 5

There will be a 5% BONUS to the final mark for those students who pass the Cambridge Linguaskill Business Exam at a B2 level before the end of the assessment period of this course.

6. BIBLIOGRAPHY

- Business English File, available in Euncet teaching support platform
- Murphy, R. (2012). *English grammar in use*. Cambridge University Press.
- Multiple webography will be provided in Euncet's teaching support platform
- Online Linguaskill Platform