



Guía Docente				
Datos Identificativos				2012/13
Asignatura (*)	Comunic. Empresarial en L. Estranxeira (inglés)		Código	650011504
Titulación	Diplomado en Ciencias Empresariais			
Descritores				
Ciclo	Período	Curso	Tipo	Créditos
1º e 2º Ciclo	1º cuatrimestre	Primeiro-Segundo-Terceiro	Optativa	4
Idioma	Inglés			
Prerrequisitos				
Departamento	Filoxía Inglesa			
Coordinación	Llanos Tojeiro, angela	Correo electrónico	angela.llanos@udc.es	
Profesorado	Llanos Tojeiro, angela	Correo electrónico	angela.llanos@udc.es	
Web				
Descrición xeral	This course is intended for business students who will need to read, interpret, and write commercial correspondence in English as part of their work. It aims to provide practical help in reading and writing different types of letters, faxes, and email messages.			

Competencias da titulación	
Código	Competencias da titulación

Resultados da aprendizaxe	
Competencias de materia (Resultados de aprendizaxe)	Competencias da titulación

Contidos	
Temas	Subtemas
Unit 1. Letters, faxes, and emails.	1.1. Business letters: layout and parts 1.2. Faxes 1.3. Emails
Unit 2. Content and style.	2.1. Length 2.2. Order and sequence 2.3. Planning 2.4. Clarity and accuracy
Unit 3. Enquiries.	3.1. Opening 3.1.2. Asking for catalogues, price lists, details, samples, patterns or demonstrations 3.1.3. Suggesting terms, methods of payment, discounts 3.1.4. Asking for goods on approval; Asking for an estimate 3.1.5. Closing 3.1.6. Examples 3.2. Phone enquiries



<p>Unit 4. Replies and quotations.</p>	<ul style="list-style-type: none"><li>4.1. Replying to enquiries<ul style="list-style-type: none"><li>4.1.1. Opening</li><li>4.1.2. Confirming that you can help</li><li>4.1.3. 'Selling' your product</li><li>4.1.4. Suggesting alternatives</li><li>4.1.5. Referring the customer to another place</li><li>4.1.6. Sending catalogues, prices lists, and samples</li><li>4.1.7. Arranging demonstrations and visits</li><li>4.1.8. Closing</li></ul></li><li>4.2. Giving quotations<ul style="list-style-type: none"><li>4.2.1. Prices</li><li>4.2.2. Transport and insurance costs</li><li>4.2.3. Discounts</li><li>4.2.4. Methods of payment and Quoting delivery date</li><li>4.2.5. Fixed terms and negotiable terms</li><li>4.2.6. Giving an estimate</li><li>4.2.7. Examples</li></ul></li><li>4.3. Answering phone enquiries</li></ul>
<p>Unit 5. Orders</p>	<ul style="list-style-type: none"><li>5.1. Placing an order<ul style="list-style-type: none"><li>5.1.1. Opening</li><li>5.1.2. Payment and discounts</li><li>5.1.3. Delivery and methods of delivery</li><li>5.1.4. Packing</li><li>5.1.5. Closing</li></ul></li><li>5.2. Acknowledging an order. Examples</li><li>5.3. Advice of despatch. Examples</li><li>5.4. Delays in delivery</li><li>5.5. Refusing an order<ul style="list-style-type: none"><li>5.5.1. Out of stock</li><li>5.5.2. Bad reputation</li><li>5.5.3. Unfavourable terms</li><li>5.5.4. Size</li></ul></li></ul>



Unit 6. Complaints and adjustments	<ul style="list-style-type: none"> <li>6.1. Unjustified complaints</li> <li>6.2. Making general complaints               <ul style="list-style-type: none"> <li>6.2.1. Opening</li> <li>6.2.2. The language of complaints</li> <li>6.2.3. Explaining the problem</li> <li>6.2.4. Suggesting the solution</li> </ul> </li> <li>6.3. Replying to letters of complaint               <ul style="list-style-type: none"> <li>6.3.1. Opening</li> <li>6.3.2. Asking for time to investigate the complaint</li> <li>6.3.3. Explaining the mistake</li> <li>6.3.4. Solving the problem</li> <li>6.3.5. Rejecting a complaint</li> <li>6.3.6. Closing</li> <li>6.3.7. Examples</li> </ul> </li> <li>6.4. Accounting errors and adjustments               <ul style="list-style-type: none"> <li>6.4.1. Debit notes</li> </ul> </li> <li>6.5. Phone complaints and adjustments               <ul style="list-style-type: none"> <li>6.4.2. Credit notes</li> <li>6.4.3. Examples</li> </ul> </li> </ul>
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Planificación			
Metodoloxías / probas	Horas presenciais	Horas non presenciais / traballo autónomo	Horas totais
Actividades iniciais	3	6	9
Aprendizaxe colaborativa	3	9	12
Estudo de casos	10	8	18
Obradoiro	10	10	20
Solución de problemas	5	5	10
Glosario	2	6	8
Proba mixta	2	20	22
Atención personalizada	1	0	1

\*Os datos que aparecen na táboa de planificación son de carácter orientativo, considerando a heteroxeneidade do alumnado

Metodoloxías	
Metodoloxías	Descrición
Actividades iniciais	Introduction to business correspondence and telephone skills. Formal correspondence vs informal correspondence. Written vs spoken communication.
Aprendizaxe colaborativa	Students are expected to do pair work as part of class activities.
Estudo de casos	Case study is used when learning about the different types of letters.
Obradoiro	Students will learn to choose the most appropriate way to communicate depending on the different situations.
Solución de problemas	Students engage in problem solving when dealing with different business situations.
Glosario	Students are guided and encouraged to keep a glossary of new words as a learning tool.
Proba mixta	The final exam includes different sections covering vocabulary, business letter layout, business letter and email message comprehension.



## Atención personalizada

Metodoloxías	Descrición
Proba mixta Obradoiro	Students who require special help are encouraged to attend office hours.

## Avaliación

Metodoloxías	Descrición	Cualificación
Proba mixta	Other sections in the final exam include: business correspondence vocabulary email reading comprehension business letter drafting and layout	50
Estudo de casos	As part of the final exam, students are presented with a communication case that they have to solve.	50
Outros		

## Observacións avaliación

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## Fontes de información

<b>Bibliografía básica</b>	<ul style="list-style-type: none"><li>- ( ) . .</li><li>- Ashley, A. (2003). A Handbook of Comercial Correspondence. Oxford University Press</li><li>- Ashley, A. (2003). A Handbook of Commercial Correspondence. Oxford University Press</li><li>- Alcaraz Varó, Enrique (1997). Diccionario de términos económico, financieros y comerciales. Ariel</li><li>- Emmerson, Paul (2004). Email English. Macmillan</li><li>- Mackenzie, Ian (2002). English for Business Studies. Cambrigde University Press</li><li>- Murphy, Raymond (2004). English Grammar in Use. Cambridge University Press</li><li>- Alexander, L. G. (1990). Longman English Grammar Practice. Longman</li></ul>
<b>Bibliografía complementaria</b>	

## Recomendacións

<b>Materias que se recomenda ter cursado previamente</b>
<b>Materias que se recomenda cursar simultaneamente</b>
<b>Materias que continúan o temario</b>
Inglés Empresarial I/650011109
<b>Observacións</b>

(\* )A Guía docente é o documento onde se visualiza a proposta académica da UDC. Este documento é público e non se pode modificar, salvo casos excepcionais baixo a revisión do órgano competente dacordo coa normativa vixente que establece o proceso de elaboración de guías