



Guía docente				
Datos Identificativos				2016/17
Asignatura (*)	Inglés en el Entorno Profesional	Código	662G01045	
Titulación	Grao en Turismo			
Descriptorios				
Ciclo	Periodo	Curso	Tipo	Créditos
Grado	1º cuatrimestre	Cuarto	Optativa	6
Idioma	Inglés			
Modalidad docente	Presencial			
Prerrequisitos				
Departamento				
Coordinador/a	Moss , Sarah	Correo electrónico	smoss@udc.es	
Profesorado	Moss , Sarah	Correo electrónico	smoss@udc.es	
Web				
Descripción general	<p>This course is designed to provide business communication skills for those of you who will soon need to use English in a work environment. They include basic Business English skills that are essential whatever you are doing in business, namely: dealing with customers from various cultural backgrounds; calling and holding meetings; speaking on the telephone; business presentation and negotiations. The emphasis is on oral skills.</p> <p>You will also be seeing a certain amount of vocabulary that can be termed as general business vocabulary.</p>			

Competencias del título	
Código	Competencias del título
A6	Tener una marcada orientación de servicio al cliente.
A13	Manejar técnicas de comunicación.
A15	Trabajar en inglés como lengua extranjera.
A29	Trabajar en medios socioculturales diferentes.
B1	Capacidad de análisis y síntesis.
B3	Resolución de problemas.
B4	Razonamiento crítico.
B5	Compromiso ético.
B6	Aprendizaje autónomo.
B7	Adaptación a nuevas situaciones.
C2	Dominar la expresión y la comprensión de forma oral y escrita de un idioma extranjero.
C3	Utilizar las herramientas básicas de las tecnologías de la información y las comunicaciones (TIC) necesarias para el ejercicio de su profesión y para el aprendizaje a lo largo de su vida.
C4	Desarrollarse para el ejercicio de una ciudadanía abierta, culta, crítica, comprometida, democrática y solidaria, capaz de analizar la realidad, diagnosticar problemas, formular e implantar soluciones basadas en el conocimiento y orientadas al bien común.
C5	Entender la importancia de la cultura emprendedora y conocer los medios al alcance de las personas emprendedoras.
C6	Valorar críticamente el conocimiento, la tecnología y la información disponible para resolver los problemas con los que deben enfrentarse.
C7	Asumir como profesional y ciudadano la importancia del aprendizaje a lo largo de la vida.
C8	Valorar la importancia que tiene la investigación, la innovación y el desarrollo tecnológico en el avance socioeconómico y cultural de la sociedad.

Resultados de aprendizaje	
Resultados de aprendizaje	Competencias del título



To acquire communicative competence in the English language, in accordance with the professional context of the tourist industry.	A6 A13 A15	B1 B3 B4	C2 C3 C4
To become competent in the use of high frequency vocabulary used in professional situations within the tourist industry.	A29	B5 B6 B7	C5 C6 C7 C8
To identify and employ written and oral discourse in the most appropriate register, using common rhetorical functions such as persuasion and information.	A29		
To understand, analyse and summarise oral and written discourse in English commonly used in the tourist industry.			

Contenidos	
Tema	Subtema
Doing business with the world.	An introduction to professional communication in English - courtesy and intercultural communication. Hofstede's dimensions of culture Communication styles: dealing with customers/guests from different countries
Understanding the basic language of business	Describing a company: management and organisational structure; facilities; departments; functions; working conditions; remuneration
Telephone language	Telephone conventions: specific vocabulary Taking notes: numbers and abbreviations Customer service: dealing with problems and handling complaints
Meetings and negotiations	Calling a meeting (written) Agenda (written) Chairing and participating in meetings and negotiations Minutes (written)
Professional presentation skills: discourse in product and destination management (II): presentations in English: introductions, arguments, conclusions, questions and answers, debates and comments.	Preparation and delivery: Introduction Arguments Conclusions Q&A Visuals Intonation and pauses

Planificación				
Metodologías / pruebas	Competencias	Horas presenciales	Horas no presenciales / trabajo autónomo	Horas totales
Seminario	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	30	45	75
Simulación	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	10	20	30



Presentación oral	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	5	35	40
Atención personalizada		5	0	5
(*)Los datos que aparecen en la tabla de planificación són de carácter orientativo, considerando la heterogeneidad de los alumnos				

Metodologías	
Metodologías	Descripción
Seminario	Practical classes in which the students will work with the necessary explanations and information in order to perfect their written, oral and aural skills. Prior preparation will be required for these classes.
Simulación	Oral and listening activities in which students will be given a situation in which they are required to act, i.e. meetings, negotiations, presentations, telephone conversations, etc. The material will be based on the skills acquired during the seminars, and will also require prior preparation.
Presentación oral	Intercultural communication presentation Final 10 minute presentation on a topic related to contemporary trends in tourism

Atención personalizada	
Metodologías	Descripción
Presentación oral Seminario Simulación	Tasks will be carried out with the students in small groups, working closely with the students, therefore providing them with ample opportunity to consult any queries, etc. Likewise, students are actively encouraged to use the lecturer's office hours to resolve any queries.

Evaluación			
Metodologías	Competencias	Descripción	Calificación
Presentación oral	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	10 minute presentation with visuals.	40
Seminario	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	Attendance, participation and completion of tasks to a satisfactory standard as required. In-class presentation on Intercultural communication and written report (10%) Business vocabulary test (20%)	20
Simulación	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	Telephone conversation: oral competence when speaking on the telephone and effective note taking (20%) In-class group meeting(s). Students will be required to prepare all aspects of the meeting: Agenda, prior preparation, minutes, etc. (20%)	40

Observaciones evaluación

Students are required to comply with an 80% attendance requirement.

Students who are unable to comply with the 80% attendance requirements due to exemption from attendance as stipulated in regulations to this effect published by the University of A Coruña (Art. 3.b e 4.5 Normas de avaliación, revisión e reclamación das cualificacións dos estudos de grao e mestrado universitario (Art 3 e 8b), will be assessed as follows:

Intercultural communication presentation and report: 20%

Business vocabulary test: 20%

Telephone conversation: 20%

Oral presentation: 40%

For the second opportunity (July) students will be required to repeat those sections of the assessment in which they failed to obtain a passing grade.

Fuentes de información

Básica	<ul style="list-style-type: none"> - L.Jones (2001). Working in English . Cambridge - N. brieger (1996). The Language of Business English. Prentice Hall - M.Grussendorf (2007). English for Presentations. Oxford University Press - K. Thomson (2007). English for Meetings. Oxford University Press - B. Mascull (2004). Business Vocabulary in Use (advanced). Cambridge - A. Watson-Delestree (1998). The Working Week. LTP
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Complementaría

Recomendaciones

Asignaturas que se recomienda haber cursado previamente

Idioma Moderno: Inglés/662G01006

Primer Idioma Moderno I: Inglés/662G01015

Primer Idioma Moderno II: Inglés/662G01028

Asignaturas que se recomienda cursar simultáneamente

Asignaturas que continúan el temario

Otros comentarios

This subject is pitched at a B2 /C1 level of the Common European Framework of Reference for Languages. It covers specific activities and is NOT a General English course. Students are therefore advised not to take this course if their level of English is lower than B2. Although written aspects are included, this subject is essentially orally-focused and participation and prior preparation are therefore essential.

(*) La Guía Docente es el documento donde se visualiza la propuesta académica de la UDC. Este documento es público y no se puede modificar, salvo cosas excepcionales bajo la revisión del órgano competente de acuerdo a la normativa vigente que establece el proceso de elaboración de guías