UNIVERSIDADE DA CORUÑA

Teaching Guide				
Identifying Data				**2020/21**
Subject (*)	Business English		**Code**	710G03028
Study programme	Grao en Xestión Industrial da Moda			
Descriptors				
Cycle	**Period**	**Year**	**Type**	**Credits**
Graduate	2nd four-month period	Third	Obligatory	6
Language	English			
Teaching method	Face-to-face			
Prerequisites				
Department				
Coordinador	Puente Castelo, Luís Miguel		**E-mail**	luis.pcastelo@udc.es
Lecturers	Murias Román, Ruth		**E-mail**	ruth.murias@udc.es
	Puente Castelo, Luís Miguel			luis.pcastelo@udc.es
Web	humanidades.udc.es/estudos/gim/gim-informaci%C3%B3n			
General description	English for professional purposes, with a specific focus on the field of fashion.			

Contingency plan	1. Modifications to the contents
	No change
	2. Methodologies *Teaching methodologies that are maintained
	All teaching methodologies are maintained, being moved to an online environment, with the exception of the final practical test.
	*Teaching methodologies that are modified
	The final practical test is eliminated. Its weight in assessment is replaced by case studies and the supervised project.
	3. Mechanisms for personalized attention to students
	Constant attention via e-mail and Moodle. Teams will be used for synchronous class sessions, following the timetable in the official calendar for the degree, and one-on-one tutorials.
	4. Modifications in the evaluation
	The definite weight of the different types of assessment will depend on the moment this contingency plan is activated.
	In any case, all assessment activies already completed, as well as the 10% for systematic observation, will be conserved.
	The weight of any assessment activity that could not be completed, including the final practical test, will be substituted first by an increase in the weight of the project up to 40% and then by an increase in the weight of the case studies.
	*Evaluation observations:
	In a contingency plan scenario, for students to obtain an NP (absent) qualification, they must not have handed in the supervised Project.
	5. Modifications to the bibliography or webgraphy
	No change

Study programme competences / results	
Code	**Study programme competences / results**
A3	To develop competencies for interpersonal relations and interaction with external and internal stakeholders (customers, suppliers, media, partners?)
A12	To have the basic knowledge of English necessary for international business relations (demonstrating a B1 level at minimum)
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm

B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B6	Capacity for cooperation, team-work and collaborative learning in interdisciplinary settings
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
C2	Mastering oral and written expression in a foreign language.

Learning outcomes			
Learning outcomes	**Study programme competences / results**		
To know specific vocabulary relating to the range of professional interests of the degree	A12	B1 B2 B4 B5	C2
To know and to master the use of specific grammatical structures, appropriate to the level of knowledge of the language, and those that are particularly relevant for their professional practice in particular.	A12	B1 B5	C2
To be able to understand oral and written texts in English, about topics related to their professional practice, identifying their main ideas, their line of argument, and relevant specific information.	A12	B1 B3 B5 B9	C2
To be able to communicate effectively, both orally and by writing, in commercial settings.	A3 A12	B2 B4	C2
To participate actively in discussions in professional settings, explaining and defending their point of view using appropriate language.	A3 A12	B1 B2 B3 B4 B5 B9	C2
To be able to prepare (in writing) and present (orally) in English a group project about a topic related to their degree, organising group work adequately, and using bibliographic resources, databases and IT tools related to their degree.	A3 A12	B1 B2 B3 B4 B5 B6 B8 B9	C2

Contents	
Topic	**Sub-topic**
1. Appearance, dress, and fashion	Oral and written description Vocabulary on fashion Adjectives, their order and their position.

2. Degree, career, and human resources	2.1 - Looking for a job Training CVs and cover letters Abilities Epistemic modality 2.2 - Job interviews Interviews Expectations, probability, and the future Deontic modality and future time expressions
3. Colleagues and clients: The world of work	Work relations Public presentations Formality levels and courtesy Registers and their expression
4. Business, money, and commerce	Buying and selling Describing and selling an idea or a product Persuasive language Conditionals
5. Politics and economics	Economic policy Regulations and their effect Giving one's opinion Giving and following instructions Hedges
6. The media	Interviews Questions and answers

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Guest lecture / keynote speech	A12 B1 B5 C2	20	0	20
Seminar	A12 B1 B2 B3 B4 B5 C2	16	24	40
Workshop	A12 B1 B2 B3 B4 B5 C2	8	12	20
Oral presentation	A12 A3 B1 B2 B4 B5 C2	5	0	5
Directed discussion	A3 A12 B1 B2 B4 B5 B9 C2	5	0	5
Case study	A3 A12 B1 B2 B3 B4 B5 B6 B8 B9 C2	4	16	20
Practical test:	A12 B1 B3 B4 C2	2	0	2
Supervised projects	A12 A3 B1 B2 B3 B4 B5 B6 B8 B9 C2	3	27	30
Personalized attention		8	0	8

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description

Guest lecture / keynote speech	During lectures, students will be presented with different features of the English language, such as specific vocabulary relating to the range of professional interests of the degree or particular grammatical structures.
Seminar	Seminars will focus on the practice of understanding and producing WRITTEN texts related to the range of professional interests of the degree in English. (READING and WRITING)
Workshop	Workshops will focus on the practice of understanding and producing ORAL texts related to the range of professional interests of the degree in English. (LISTENING and SPEAKING)
Oral presentation	Students will receive specific training to prepare a short oral presentation.
Directed discussion	A series of discussions about topics related to their professional practice will be held, so that students could develop specific abilities to communicate and persuade.
Case study	Students will hand in a series of short essays, such as summaries, critical reflections or comparative analyses, based on specific bibliography about topics related to the range of professional interests of the degree.
Practical test:	Students will sit a final practical test to evaluate what they have achieved during seminars and workshops.
Supervised projects	Students will prepare (in writing) and present (orally) in English a group project about a topic related to their degree.

Personalized attention	
Methodologies	**Description**
Supervised projects	Students will attend a series of tutorials to check on the general development of the course and, specifically, on the group project. All students will receive personalized attention. Students with specific needs are encouraged to seek advice with the Unidade de Atención á Diversidade da UdC.

Assessment			
Methodologies	**Competencies / Results**	**Description**	**Qualification**
Practical test:	A12 B1 B3 B4 C2	Final practical test on Reading, writing and listening.	15
Seminar	A12 B1 B2 B3 B4 B5 C2	Reading and writing tasks completed in class.	10
Workshop	A12 B1 B2 B3 B4 B5 C2	Listening and speaking tasks completed in class.	10
Supervised projects	A12 A3 B1 B2 B3 B4 B5 B6 B8 B9 C2	Final group project	30
Guest lecture / keynote speech	A12 B1 B5 C2	The contents reviewed during lectures will be evaluated transversally in all methodologies, and, directly, by means of the SYSTEMATIC OBSERVATION of students.	10
Case study	A3 A12 B1 B2 B3 B4 B5 B6 B8 B9 C2	A series of short essays, such as summaries, critical reflections or comparative analyses, based on specific bibliography.	20
Oral presentation	A12 A3 B1 B2 B4 B5 C2	Short oral presentation on a specific topic.	5

Assessment comments

In general, the correct use of English will be taken into account in all assessment activities.

It is necessary to achieve 4 points out of 10 in each of the activities to consider the subject as PASSED.

The FINAL TEST will be held on the exam date selected by the School, as responsible for the organization of the degree. All dates (both the dates of the oral presentation, project and deadlines for case studies) will be communicated to students well ahead of time. Reading, writing, listening and speaking tasks completed in class cannot be resat.

"NON PRESENTADO" QUALIFICATION:

To be considered NP (absent), students MUST NOT have sit EITHER the final test OR the project. JULY OPPORTUNITY:

Students who have failed the subject may only resit those parts that they have failed. New dates will be established to hand in tasks. The weight of the final WRITING, READING, SPEAKING and LISTENING tasks could be increased so that students could compensate for tasks completed in class and failed.

Sources of information	
Basic	- Alcaraz Varó, Enrique (1999). Diccionario de términos económicos, financieros y comerciales. Barcelona: Ariel
	- Mackenzie, Ian (2002). English for business studies a course for business studies and economics students. Cambridge : Cambridge University Press
	- McCarthy, Michael & Felicity O'Dell (1994). English vocabulary in use upper-intermediate & advanced. Cambridge : Cambridge University Press
	- Prodromou, Luke (2001). Grammar and vocabulary for first certificate. Harlow : Longman
	- Spratt, Mary & Bob Obee (2002). First certificate direct student's book . Cambridge : Cambridge University Press
	Os recursos presentados serán empregados ocasionalmente na aula e, en xeral, poden ser de interese para a mellora xeral do nivel de competencia na lingua por parte do estudantado.
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Other comments

Students are required to have achieved a B1 level for English according to the CEFR for languages to access the degree, and consequently they are expected to have that level of proficiency as a previous requirement for the subject. This holds even if there are support measures and materials prepared for those students with more difficulties.