



IDENTIFYING DATA

International Professional Communication

Subject	International Professional Communication			
Code	V06M101V01206			
Study programme	University Master's Degree in International Trade			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	4.5	Mandatory	1st	2nd
Teaching language	English			
Department				
Coordinator	González Crespan, María Araceli			
Lecturers	Blanco Domínguez, Marina García de la Puerta, Marta González Crespan, María Araceli			
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General description	This subject will deal with the four communicative skills in English for international commerce, with a special emphasis on oral communication.			

Competencies

Code	
C1	(*)Hablar bien en público
C10	(*)Conocimiento y dominio del idioma internacional de los negocios
D13	(*)Dominio de la terminología específica (incoterms)
D19	(*)Conocimiento de los registros específicos del inglés para los negocios
D20	(*)Dominio de la redacción comercial en inglés, utilización correcta de los términos técnicos.
D21	(*)Dominio oral del lenguaje comercial en inglés.
D22	(*)Conocimiento del inglés en contextos específicos: ferias, mercados, reuniones, negociaciones.
D23	(*)Desarrollo de habilidades comunicativas y de protocolo.
D26	(*)Aplicación práctica de conocimientos adquiridos: financiación, marketing, fiscalidad, planificación comercial, inglés comercial, mercados electrónicos, gestión de operaciones, y otros relacionados con el comercio internacional

Learning outcomes

Expected results from this subject	Training and Learning Results
(*)Speak well in public	C1 D21 D23
(*)Knowledge and command of the international language of the businesses	C10 D19 D22
(*)Command of the specific terminology (*incoterms)	D13 D20
(*)Practical application of knowledges purchased: commercial English and other related with the international trade	D26

Contents

Topic	
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Job search	1.1. Writing a CV: models, formats, terms 1.2. Work ads: channels, formats, terminology. 1.3. Application letters 1.4. Job interviews
Commercial meetings	2.1. Structure and types 2.2. Functions of the president and the participants 2.3. Participating and interrupting 2.4. Conclusions and tasks
Commercial negotiations	3.1. Preparation 3.2. Strategies and tactics 3.3. Resolution of conflicts 3.4. Agreements
Professional presentations	4.1. Preparation 4.2. Structure: introduction, development, conclusion and recommendations 4.3. Questions and visual supports

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	9	5.5	14.5
Laboratory practises	20	60	80
Seminars	6	0	6
Introductory activities	1	1	2
Practical tests, real task execution and / or simulated.	0	10	10

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

Methodologies

	Description
Master Session	Presentation of the theoretical- and practical contents by the professor
Laboratory practises	Sessions in small group to practice the contents of the syllabus and improve the communicative skills
Seminars	Monographic sessions such as workshops or lectures
Introductory activities	General presentation of the subject, with reference to the syllabus, the material, the system of evaluation, the bibliographic sources and the general recommendations

Personalized attention

Methodologies	Description
Laboratory practises	Put in practice the English communicative skills in small groups, through individual, couple or in group activities.

Assessment

	Description	Qualification	Training and Learning Results
Master Session	Individual tasks and short proofs. For example, the preparation of the curriculum vitae.	50	
Laboratory practises	Individual and in group tasks and activities, . For example, a simulaci3n of negotiation.	50	

Other comments on the Evaluation

ATTENDING STUDENTS: The course is designed for continuous assessment. Attendance to at least 80% of the class sessions is required to be evaluated. Punctuality is indispensable to consider assistance. Any activities requested by the professor, with or without previous warning, will only be evaluated if delivered on time. Students not passing the subject at the end of the course (January) will be entitled to take an exam in July whose result will be the final grade.

VIRTUAL VERSION STUDNETS: The course is designed for continuous assessment. The condition to be evaluated will be the timely delivery of the activities published in the platform at the beginning of the course. Any task delivered after the deadline will not be evaluated. Students not passing the subject at the end of the course (January) will be entitled to take an exam in July whose result will be the final grade.

If any attending student cannot attend the minimum 80% of the sessions, **he or she must contact the teaching staff at the beginning of the course to explain the reason for absences**, so that an alternative system of evaluation can be

designed.

N.B.: In case of any type of plagiarism the final grade will be **suspenso (fail)**.

Sources of information

Basic Bibliography

Complementary Bibliography

Recommendations

Subjects that it is recommended to have taken before

Commercial English/V06M101V01106

Other comments

The starting point recommended for the course is a B2 level according to the European Framework of Reference for Languages. Any student with a lower level at the beginning of the course, should contact the teacher as soon as possible.
