



IDENTIFYING DATA

Commercial English

Subject	Commercial English			
Code	V06M101V01106			
Study programme	University Master's Degree in International Trade			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	4.5	Mandatory	1st	1st
Teaching language	English			
Department				
Coordinator	González Crespan, María Araceli			
Lecturers	García de la Puerta, Marta González Crespan, María Araceli			
E-mail	acrespan@uvigo.es			
Web	http:// http://mcinternacional.uvigo.es/es			
General description	(*)Esta materia abordará as catro destrezas comunicativas en inglés para o comercio internacional así como a importancia dos aspectos culturais na comunicación			

Competencies

Code	
C1	(*)Hablar bien en público
C10	(*)Conocimiento y dominio del idioma internacional de los negocios
D4	(*)Conocimiento de las técnicas de venta, estrategias, productos, marcas y comunicación en los mercados internacionales
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, dominating the oral language and the communicative strategies and of protocol.	C1 D21 D23
Knowledge and command of the international language for business, of the different registers and their application in specific contexts.	C10 D19 D22
Knowledge of the techniques of sale, strategies, products, brands and communication in international commerce as well as the practical application in the communicative functions in English	D4 D26
Command of the specific terminology and the correct application and use in written texts in English.	D13 D20

Contents

Topic	
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Techniques for searching and acquisition of vocabulary	1.1. Use of dictionaries and other materials of reference: types, information, researches in the web 1.2. Systematic learning of terminology: suffixes and prefixes, lexical families, derivation, frequent combinations, false friends, phrasal verbs, ...
Culture and communication	2.1. Concept of culture and its influence in communication 2.2. Intercultural communication in international trade 2.3. Verbal and non verbal communication
Written communication	3.1. Register 3.2. Typologies of texts and commercial documents 3.3. Correspondence: Emails, faxes and commercial letters. 3.4. Documents of international trade
Telephone conversations	4.1. Pronunciation and fluency. Structure and phrases for telephone conversations 4.2. Preparation and aural understanding 4.3. Contact: messages, prices and discounts, methods of payment

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	6	12	18
Seminars	3	0	3
Laboratory practises	25.5	53	78.5
Introductory activities	1.5	1.5	3
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 theoretical contents-practical, discussion and instructions for tasks and activities.
Seminars	Monographic sessions such as workshops or lectures.
Laboratory practises	Practice of communicative skills in English in small groups, through individual activities, in pairs or in group.
Introductory activities	Presentation of the subject, of the system of work, the materials, the bibliography and the evaluation.

Personalized attention

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

Assessment

	Description	Qualification	Training and Learning Results
Master Session	Realization of individual tasks and short proofs. For example, a comment about a text on cultural issues.	50	
Laboratory practises	Individual, couple or in group activities and tasks. For example, to perform an activity about international trade.	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 **suspense (fail)**.

Sources of information

Basic Bibliography

Complementary Bibliography

Aspinall, T. & G. Bethell, **Test Your Business Vocabulary in Use. Intermediate.**, 1^a, Cambridge UP, 2003

Recommendations

Subjects that continue the syllabus

International Professional Communication/V06M101V01206

Other comments

The starting point recommended for the course is a B2 level of the European Framework of Reference for Languages. Any student with a lower level at the beginning of the course should contact the professor.