



IDENTIFYING DATA

Language for intercultural negotiation: English

Subject	Language for intercultural negotiation: English			
Code	V06G270V01505			
Study programme	(*)Grao en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	1st
Teaching language	English			
Department	Filoloxía Inglesa, Francesa e Alemá			
Coordinator	González Crespan, María Araceli			
Lecturers	González Crespan, María Araceli			
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General description	Development of the communicative aspects in commercial English, mainly negotiations and cultural components that affect communication. There will be a focus on the four skills and also on professional microskills, with specialized and authentic texts. Special attention will be paid to commercial negotiations and professional meetings (both internal and external) in an international context.			

Competencies

Code	
B4	
B6	
C3	(*)CE3. Coñecer e saber interpretar a dimensión social da actividade económica, a dinámica das relacións sociais e as distintas realidades culturais que configuran o comercio, a sociedade de consumo e os estilos de vida.
C18	(*)CE18. Coñecer e saber utilizar a nivel oral e escrito, a lingua estranxeira elixida (inglés, francés ou alemán) co obxecto de poder aplicala en situacións profesionais e particularmente nas actividades comerciais.
C23	(*)CE23. Coñecer e saber utilizar os recursos informativos dispoñibles para a internacionalización, elaborar plans de internacionalización e resolver as operacións e trámites habituais do comercio exterior: transporte, aseguramento, tramitación aduaneira e sanitaria, medios de pagamento, etc.
C26	(*)CE26. Saber empregar as habilidades persoais, actitudes e coñecementos adquiridos no contexto académico mediante a simulación de situacións reais dla práctica profesional e a través do contacto coa realidade empresarial que proporcionan as prácticas de empresa.
D1	(*)CT1. Habilidades de comunicación oral E escrita, tanto nas linguas oficiais da súa Comunidade como na lingua estranxeira elixida (inglés, francés ou alemán).

Learning outcomes

Expected results from this subject	Training and Learning Results	
(*)CE18. Conocer y saber utilizar a nivel oral y escrito, la lengua extranjera elegida (inglés, francés B4 o alemán) con el objeto de poder aplicarla en situaciones profesionales y particularmente en las actividades comerciales.		D1
(*)	B6	
(*)	C3	
(*)	C18	D1
(*)	C23	
(*)	C26	

Contents

Topic

Cultural diversity and commerce	Culture in the company Intercultural contacts Conflict management
Meetings	Chairing a meeting Decision making Expressing opinions, interrupting and clarifying Concluding and closing
Negotiations	Preparation and objectives Negotiation process Acceptance and confirmation Summary and conclusions Type of negotiation, tactics and strategies
Marketing mix	Product Price Place Promotion Written report and oral presentation

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	2	0	2
Lecturing	26	60	86
Laboratory practices	22	40	62

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

Methodologies

	Description
Introductory activities	(*)Presentación da materia, do sistema de traballo e da avaliación
Lecturing	(*)Presentación dos contidos teóricos, discusión dos mesmos e instrucións para os traballos e exercicios a realizar
Laboratory practices	(*)Posta en práctica das destrezas comunicativas en inglés en grupos pequenos, a través de actividades individuais, por parellas ou en grupo

Personalized attention

Methodologies	Description
Laboratory practices	Sessions in small groups with special emphasis in the oral skills (comprehension and expression).

Assessment

	Description	Qualification	Training and Learning Results		
Lecturing	1. Written and/or oral in-class test, including units 1 and 2 (25%) 2. Final written and/or oral in-class exam, including all the course modules (45%)	70	B4 B6	C3 C18 C23 C26	D1
Laboratory practices	1. Presentation of the marketing mix (10%) 2. Report of the marketing mix (15%) 3. Other oral activities in group or individual to be determined. For example, meetings or negotiations simulations (5%)	30	B4 B6	C3 C18 C23	D1

Other comments on the Evaluation

The evaluation will be continuous. 80% attendance is required. Arriving late will be considered non-attendance. Any activities requested inside or outside the classroom, with or without previous notice, must be delivered on time to be evaluated. The students who fail in January/February may take an exam in July whose result will add up to 100% of the qualification.

Any student unable to meet the attendance requirement of 80% evaluation **must communicate it to the professor at the beginning of the course**. These students may take an exam at the end of the period of classes whose result will add up to 100% of the qualification. In the event of failing the subject, they may retake an exam in July.

N.B.: In case of plagiarism, the student will fail.

Sources of information

Basic Bibliography

Sweeney, Simon, **English for Business Communication (Student's Book)**, 2nd edition, Cambridge University Press, 2003

Trappe, Tonya, **Intelligent Business Intermediate**, Pearson Education, 2005

Complementary Bibliography

Lozano Irueste, José María, **Diccionario bilingüe de economía y empresa**, 6ª edición, Pirámide, 2001

Mascull, Bill, **Business Vocabulary in Use. Intermediate**, 2nd edition, Cambridge University Press, 2012

Powell, Mark, **International negotiations**, Cambridge University Press, 2012

Recommendations

Subjects that continue the syllabus

Language for international communication: English/V06G270V01807

Subjects that it is recommended to have taken before

Business Language: English/V06G270V01304

Other comments

For attendance to be registered, students must arrive on time.

Any necessary material should always be brought to class.

The use of devices of mobile telephony is strictly forbidden in the classroom. No compliance with this norm will result in the expulsion of the student.

NB: In order to foster the participation in complementary activities such as company visits, talks, round tables, lectures, seminars, etc, the final grade could increase up to 0.5 points. The professor will indicate which are the recommended activities and the student will show documentary proof of attendance. This will only be applicable for students who have passed the subject.
