



## 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 Portela Reboiras, Mar			
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Web	<a href="http://http://mcinternacional.webs.uvigo.es/es">http://http://mcinternacional.webs.uvigo.es/es</a>			
General description	This subject will address the four communication skills in English for international commerce as well as the importance of cultural aspects in communication			

## 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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Vocabulary acquisition and use of dictionaries and reference books	1.1. Systematic learning of terminology: suffixes and prefixes, lexical families, derivation, frequent combinations, false friends, phrasal verbs, ... 1.2. Use of dictionaries and other materials of reference: types, information, researches in the web
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
Lecturing	6	12	18
Seminars	3	0	3
Laboratory practical	25.5	53	78.5
Introductory activities	1.5	1.5	3
Laboratory practice	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
Lecturing	Presentation of theoretical contents-practical, discussion and instructions for tasks and activities.
Seminars	Monographic sessions such as workshops or lectures.
Laboratory practical	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 assistance

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

### Assessment

	Description	Qualification	Training and Learning Results
Lecturing	Individual exercises and short tests. For example, a short essay about cultural issues.	50-60	C1 C10 D4 D13 D19 D20 D21 D22 D23 D26
Laboratory practical	Individual, pair or group tasks. For example, an exercise about the language of international trade.	50-40	C1 C10 D4 D13 D19 D20 D21 D22 D23 D26

### 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 STUDENTS:** 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 *suspensio (fail)*.**

**PERSONAL ATTENTION:** It may be done remotely (e-mail, videoconference, forum in FAITIC, ...) by appointment (all efforts will be made to respond no later than 3 working days).

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### Sources of information

#### Basic Bibliography

#### Complementary Bibliography

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

Lisboa, Martin and Michael Hanford, **Business Advantage, Advanced**, 1st, Cambridge University Press, 2012

Morrison, Janet, **The International Business Environment**, Palgrave, 2002

Guffey, Mary Ellen, **Business Communication. Process and Product**, Southwestern College, 2000

Lau, Susan, Freya Preuss, Rosemary Richey, Margit Soll and Isobel Williams, **Money Matters**, 1st, Rio Press/Richmond, 2018

**Cross-Cultural Communication**, 1st, Insight Media,

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### Recommendations

#### Subjects that continue the syllabus

International Professional Communication/V06M101V01206

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### 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.

In order to promote participation in external activities (company visits, lectures, seminars, etc), the final grade may increase up to 0.25 if a student documents attendance to all the events recommended by the teaching staff in the corresponding semester.

A complete bibliography will be provided with each module.

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### Contingency plan

#### Description

Contingency plan in case of mixed teaching: some of the students attend the classroom sessions whereas others use virtual systems (preferably synchronous or asynchronous): the teaching staff will keep the methodologies, personal attention and assessment systems, adapting the groups of students to comply with the health norms.

Contingency plan in case of remote teaching: the teaching staff will keep the methodologies, personal attention and assessment systems as in the virtual modality.