



IDENTIFYING DATA

Commercial English

Subject	Commercial English			
Code	V06M101V02106			
Study programme	(*)Máster Universitario en Comercio Internacional - Presencial			
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	http://http://mcinternacional.webs.uvigo.es/es			
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			

Skills

Code	
A3	That students are able to integrate knowledge and handle complexity and formulate judgments based on information that was incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments.
B3	Proficiency in foreign languages applied to commerce.
C18	Knowledge of the specific registers of English for business.
C19	Mastery of business writing in English, correct use of technical terms.
C20	Oral command of business language in English.
C21	Knowledge of English in specific contexts: trade fairs, markets, meetings, negotiations.
C22	Development of communication and protocol skills.
D1	Ability to understand the meaning and application of the gender perspective in the different fields of knowledge and in professional practice with the aim of achieving a fairer and more egalitarian society.

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.	A3 B3 C20 C22 D1
Knowledge and command of the international language for business, of the different registers and their application in specific contexts.	A3 B3 C18 C19 C21 D1

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	A3 B3 C20 C21 D1
Command of the specific terminology and the correct application and use in written texts in English.	A3 B3 C18 C19 D1

Contents

Topic	
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
Introductory activities	2	0	2
Lecturing	6	12.5	18.5
Laboratory practical	18	56	74
Presentation	2	2	4
Project	6	6	12
Debate	2	0	2

*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	Presentation of the subject, of the system of work, the materials, the bibliography and the evaluation.
Lecturing	Presentation of theoretical contents-practical, discussion and instructions for tasks and activities.
Laboratory practical	Practice of communicative skills in English in small groups, through individual activities, in pairs or in group.

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.	60	A3	B3	C18 C19 C20	D1
Laboratory practical	Individual, pair or group tasks. For example, an exercise about the language of international trade.	40	A3	B3	C21 C22	D1

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.

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, campus remoto, forum in Moovi, ...) by appointment (all efforts will be made to respond no later than 3 working days).

Sources of information

Basic Bibliography

Complementary Bibliography

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

Recommendations

Subjects that continue the syllabus

International Professional Communication/V06M101V02206

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.

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.