



IDENTIFYING DATA

Commercial English

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|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------|------------|
| Subject | Commercial English | | | |
| Code | V06M101V03106 | | | |
| Study programme | Máster Universitario en Comercio Internacional - No 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 Trusca , Marioara Mirela | | | |
| E-mail | acrespan@uvigo.es | | | |
| 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 |
| Essay | 10 | 8 | 18 |

*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

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 (unless it is within the following 24 hours, all activities will be evaluated on a FAIL/PASS basis). 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.

N.B.: In case of any type of plagiarism the final grade will be *suspense (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/V06M101V03206

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.

A complete bibliography will be provided with each module.