



IDENTIFYING DATA

Language for intercultural negotiation: English

Subject	Language for intercultural negotiation: English			
Code	V06G270V01505			
Study programme	Grado en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	1st
Teaching language	English			
Department				
Coordinator	González Crespan, María Araceli			
Lecturers	González Crespan, María Araceli			
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Web	http://https://moovi.uvigo.gal/course/view.php?id=3101			
General description	Study of the communicative aspects in Commercial English, focused on negotiations and the cultural components that affect communication. Practice of the four communicative skills as well as professional microskills with academic texts, both specific and authentic. Special attention will be paid to commercial negotiations and to company meetings (internal and external) in an international context, to the cultural aspects that affect commercial relations trade, and to the basic elements of the marketing mix.			

Training and Learning Results

Code				
A4	Students will be able to present information, ideas, problems and solutions both to specialist and non-specialist audiences.			
B4	CG4. To be able to communicate effectively, clearly, concisely and accurately both within the organization and with external agents in national and international contexts.			
B6	CG6. To be familiar with different economic, legal, social and cultural situations and to acquire a global, multicultural perspective with the aim of guiding the strategies and operations targeting both national and international markets.			
C3	CE3. To know and be able to interpret the social dimension of economic activity, the dynamics of social relations and the different cultural environments that shape commerce, consumer society and lifestyles.			
C18	CE18. To know and be able to use the chosen foreign language (English, French or German) orally and in writing, with the aim of using it for professional purposes, particularly for commercial activities.			
C23	CE23. To be familiar with and be able to use available information resources for internationalization, draw up plans of internationalization and carry out the usual operations and formalities of external trade: transportation, customs and health safety procedures, payment methods, etc.			
D1	CT1. Oral and written communication skills both in the official languages of the respective Autonomous Communities and in the chosen foreign language (English, French or German).			
D7	CT7. Ability to listen actively and skills for non-verbal communication, persuasion, negotiation and presentation.			
D9	CT9. Tolerance. Ability to appreciate different points of view.			
D12	CT12. Creativity.			

Expected results from this subject

Expected results from this subject	Training and Learning Results			
	A4	B4	B6	C3
Communicate effectively, clearly and accurately, both inside the organisation and with external speakers in national and international contexts				D1 D7
Know and understand different economic, legal, social and cultural realities and acquire a global and multicultural perspective o guide the strategies and operations towards national and international markets			B6	D9 D12
Know and interpret the social dimension of the economic activity, the dynamics of social relations and the distinct cultural realities that configure commerce, the society of consumption and lifestyles, paying special attention to equality and diversity.				C3 D9

Know and use English in an inclusive, non-sexist way, in oral and written form, in order to apply it in professional situations and particularly in commercial activities.	A4	C18	D1
Know and use the available information resources for internationalization, elaborate plans of internationalization and solve regular operations for international trade: transport, insurance, customs clearance, health requirements, means of payment, etc.		C23	D7

Contents

Topic	
Cultural diversity and trade	Company culture Intercultural contacts Conflict management Equality and diversity
Meetings	Chairing a meeting Decision making Expressing opinions, interruptions and clarifications Concluding and closing Inclusive and non-sexist language
Negotiations	Preparation and objectives Negotiation process Acceptance and confirmation Summary and conclusions Type of negotiation, tactics and strategies Inclusive and non-sexist language
Marketing mix	Product Price Place Promotion Written report and oral presentation

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Lecturing	20	44	64
Laboratory practical	18	18	36
Objective questions exam	2	8	10
Simulation or Role Playing	4	0	4
Presentation	2	5	7
Portfolio / dossier	0	6	6
Objective questions exam	2	20	22

*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, work procedures and evaluation
Lecturing	Presentation of theory, discussion and instructions for activities and exercises.
Laboratory practical	Practice of communicative skills in small groups, through individual, pair or team activities.

Personalized assistance

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

Assessment

	Description	Qualification	Training and Learning Results
Objective questions exam	Test for units 1 and 2. It will include a variety of closed as well as short answer questions. There will be questions on vocabulary, language functions and appropriate use of English in context, reading, listening, writing and other issues such as the communicative content of the course (e.g. reflections on types and structure of meetings).	20	A4 B4 C3 D1 B6 C18 D7 C23 D9 D12
Simulation or Role Playing	It will consist of an activity to apply the knowledge of meetings and negotiation techniques. It might be a role play, a listening comprehension and/or a written activity. Part of all of it will be peer-reviewed.	15	B4 C18 D1 D7 D9

Presentation	Group activity about the marketing mix of a (new or existing) product/service or business idea when entering a new overseas market. You will present your findings in class.	10	A4 B4 C18 D1 B6 C23
Portfolio / dossier	Group activity about the marketing mix of a (new or existing) product/service or business idea when entering a new overseas market. You will need to write a full report.	15	A4 B4 C18 D1 B6 C23
Objective questions exam	Final test, including all the units and materials of the course. It will include a variety of closed as well as short answer questions. There will be questions on vocabulary, language functions and appropriate use of English in context, reading, listening, writing and other issues such as the communicative content of the course (e.g. reflections on types and structure of meetings).	40	A4 B4 C3 D1 B6 C18 D7 C23 D9 D12

Other comments on the Evaluation

ATTENDANTS: The evaluation will be continuous. 75% 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 (results will be 100% of the grade).

NON ATTENDANTS: Any student unable to meet the attendance requirement of 75% evaluation **must communicate it to the professor in the first month of class**. 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.

Official exam dates will be published in the web page of Facultad de Comercio: <https://fcomercio.uvigo.es/>

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

Sources of information

Basic Bibliography

Adichi, Chimamanda Ngozi, **The danger of a single story**, TEDGlobal, 2009

Cotton, David, **Market Leader Intermediate**, Pearson, 2010

Hobbs, Martin and Julia Starr Keddle, **Commerce 2**, Oxford University Press, 2007

Morrison, Janet, **The International Business Environment**, 1st edition, Palgrave, 2002

Robinson, Nick, **Cambridge English for Marketing**, 1st edition, Cambridge University Press, 2010

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

Benford, Michael and Ken Thomson, **Trade Matters. English for International Trade**, 1ª edición, Río Press/Richmond, 2018

Hughes, John and Andrew Mallett, **Successful Meetings**, 1st edition, Oxford University Press, 2012

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

A complete bibliography as well as the necessary material for the course, will be uploaded in the e-teaching platform Moovi.

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.