



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	Freire Gargamala, Lydia González Crespan, María Araceli			
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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			

Training and Learning Results

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.

Expected results from this subject

Expected results from this subject	Training and Learning Results
Speak well in public, dominating the oral language and the communicative strategies and of protocol, emphasizing the use of non-sexist, inclusive language.	A3 B3 C20 C22 D1
Knowledge and command of the international language for business, of the different registers and their application in specific contexts, incorporating a gender perspective.	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
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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 1.3. Inclusive, non-sexist language
Culture and communication	2.1. Concept of culture and its influence in communication 2.2. Intercultural communication in international trade. The value of gender perspective 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	24	50	74
Portfolio / dossier	0	4	4
Presentation	2	0	2
Objective questions exam	1	0	1
Project	0	2	2
Simulation or Role Playing	0	2	2
Objective questions exam	1	2	3
Oral exam	0	2	2
Portfolio / dossier	0	2	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		
Portfolio / dossier	Glossary of commercial terms. Report. Group activity	10	B3	C18 C19	D1
Presentation	Glossary of commercial terms. Presentation. Group activity	10	B3	C18 C20 C22	D1
Objective questions exam	Reading comprehension test. Individual	15	A3 B3	C18 C21	D1

Project	Reconciling cultural differences. Written report. Group activity.	15	A3	B3	C21 C22	D1
Simulation or Role Playing	Commercial correspondence. Group activity.	15	A3	B3	C18 C19 C21	
Objective questions exam	Listening comprehension test: An Overseas Customer. Individual.	15		B3	C18 C21 C22	
Oral exam	Recording a telephone message. Individual.	10		B3	C18 C20 C21	
Portfolio / dossier	Interpreting non-verbal clues. Individual	10	A3	B3	C21 C22	

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, Tricias and George Bethell, **Test Your Business Vocabulary in Use. Intermediate.**, 1^a, Cambridge UP, 2003

Cross-Cultural Communication, 1st, Insight Media,

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

Han, Byung-Chul, **Hyperculture**, Polity Press, 2022

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

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

Mascull, Bill, **Business Vocabulary in Use. Advanced**, Cambridge University Press, 2004

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

Trappe, Tonya and Graham Tullis, **Intelligent Business Intermediate**, Pearson, 2005

Trompenaars, Fons and Charles Hampden-Turner, **Riding the Waves of Culture**, McGraw-Hill, 1998

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.