



IDENTIFYING DATA

Language for specific purposes

Subject	Language for specific purposes			
Code	V01G180V01801			
Study programme	(*)Grao en Linguas Estranxeiras			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	4th	2nd
Teaching language	Galician			
Department				
Coordinator	González Crespan, María Araceli			
Lecturers	González Crespan, María Araceli Meijide Rico, Belén María Molares Pascual, Selene			
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General description	English for business and commerce: lexicon, phraseology, syntax, style; how to put into practice your knowledge of written and spoken English in professional contexts; training in teaching and learning English for specific purposes.			

Competencies

Code
C1
C4
C5
C6
C7
C9
C10
C12
C13
D1
D2
D3
D4
D5

Learning outcomes

Expected results from this subject	Training and Learning Results	
Acquisition of the characteristics of languages for specific purposes.	C1	D2
	C5	D4
	C6	D5
	C7	
	C9	
	C10	
	C12	
	C13	

Understanding of the mechanisms that regulate the learning of languages for professional and academic purposes.	C1 C4 C5 C7 C10 C12 C13	D3 D4 D5
Teaching and training ability in languages for specific purposes.	C1 C4 C5 C7 C9 C10 C12 C13	D3 D4 D5
Acquisition of the communicative needs and the learning objectives.	C1 C5 C6 C7 C9 C12 C13	D2 D3 D5
Development of professional communicative competence in English.	C1 C4 C5 C6 C7 C9 C10 C12 C13	D1 D2 D3 D4 D5
Awareness of the interest and the relevance of languages for specific purposes in today's knowledge and information society.	C1 C4 C5 C6 C7 C9 C12 C13	D1 D2 D4

Contents

Topic		
1. Introduction	1.1. English for Specific Purposes 1.2. Business English	
2. International marketing	2.1. Market entry strategies 2.2. Standardisation and differentiation 2.3. Writing for presentations	
3. Globalisation	3.1. International communication 3.2. International outsourcing 3.3. Writing e-mails	
4. Trade, finance and the economy	4.1. The economic environment 4.2. International trade 4.3. Writing reports	
5. 21st-century enterprise	5.1. Sustainable development 5.2. Social enterprise 5.3. Writing a covering letter for a CV	

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	31	31	62
Troubleshooting and / or exercises	18	36	54
Jobs and projects	1	10	11
Short answer tests	2	21	23

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Master Session	Presentation of the main topics together with activities focused on developing the theoretical underpinnings and practical understanding of the characteristics of languages for specific purposes.
Troubleshooting and / or exercises	Practical exercises to apply the characteristics of Business English in a communicative context.

Personalized attention

Methodologies	Description
Troubleshooting and / or exercises	Individual attention in office A29.
Tests	Description
Jobs and projects	Individual attention in office A29.

Assessment

	Description	Qualification	Training and Learning Results	
Master Session	Final oral test	30	C1 C7 C9 C10 C12	D3 D4
Troubleshooting and / or exercises	Exercises and activities to be done in class, outside the classroom or through the electronic platform.	10	C1 C4 C5 C6 C12	D2 D5
Jobs and projects	Written paper and oral presentation to be done in group.	20	C1 C7 C9 C10	D3 D4
Short answer tests	Final written exam.	40	C5 C10 C13	D1 D2 D3 D5

Other comments on the Evaluation

The evaluation will be continuous. Attendance to 80% of classes is mandatory.

The breakdown of assessed activities will be as follows:

- (1) Class activities to be done in or outside the classroom (10%).
- (2) Final oral test to be done in the last week of classes (30%) .
- (3) Final written test (40%): Examination that will take place in the last week of class.
- (4) Paper and presentation (20%): group activity.

Students unable to attend **need to justify it at the beginning of the course** and will be assessed with a final exam both written (60%) and oral (40%) in the last week of class.

Students not passing the subject in May will take a final exam in July (100%).

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

Sources of information

Bibliography

Course manual:

Lisboa, Martin and Michael Handford. 2012. *Business Advantage Advanced (Student's book)*. Cambridge: Cambridge University Press

Business English books:

Cotton, David and Sue Robbins 1993: *Business Class*. London: Thomas Nelson and Sons, Ltd.

Emmerson, Paul 1999: *Business Builder*. Harlow: Macmillan Heinemann

Jones-Macziola, Sarah with Greg White 2003: *Further Ahead. A communication skills course for Business English*. Cambridge: Cambridge University Press.

MacKenzie, Ian 1997: *Management and Marketing*. Hove: Language Teaching Publications.

Waistell, Mark 1993: *Executive Listening Task-based activities for students of business English*. Surrey: Nelson and Sons Ltd.

Bampfield, Andrew 1997: *Further Ahead*. Cambridge: Cambridge University Press.

Comfort, Jeremy and Derek Utlej 1995: *Effective Presentations*. Oxford: Oxford University Press.

Goodale, Malcolm 1998: *Professional Presentations*. Cambridge: Cambridge University Press

Alcaraz, Enrique, Brian Hughes y Miguel Ángel Campos 1999: *Diccionario de términos de marketing, publicidad y medios de comunicación: inglés-español*. Barcelona: Ariel.

Alcaraz, Enrique y José Castro Calvín 2007: *Diccionario de comercio internacional: importación y exportación*. Barcelona: Ariel, 2007.

Brieger, Nick & Simon Sweeney 1994: *The Language of Business English. Grammar and Functions*. Hempstead: Prentice Hall.

Diccionario Oxford Business Spanish-English 2002. Oxford: Oxford University Press.

Harraps Marketing Dictionary: English-Spanish. Edinburgh: Chambers Harrap, 2004.

Lozano Irueste, José María 2001: *Nuevo Diccionario Bilingüe de Economía y Empresa*. Madrid: Pirámide.

Silva Rojas, Terencia, María Jesús Barsanti, María José Corvo y Beatriz Figueroa 2009: *Diccionario cuatrilingüe de marketing y publicidad: inglés, español, francés y alemán*. Badajoz: @bedecedario.

Recommendations

Subjects that it is recommended to have taken before

Modern language: first foreign language I: English/V01G180V01104
Modern language: first foreign language II: English/V01G180V01105
Modern language: first foreign language III: English/V01G180V01203
Modern language: first foreign language IV: English/V01G180V01204
First foreign language V: English/V01G180V01302
First foreign language VI: English/V01G180V01403
First foreign language VII: English/V01G180V01503

Other comments

It is the student's responsibility to be aware of the assessment dates
