



## IDENTIFYING DATA

### Language for specific purposes

Subject	Language for specific purposes			
Code	V01G180V01801			
Study programme	(*)Grao en Linguas Estranxeiras			
Descriptors	ECTS Credits	Type	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			
E-mail	acrespan@uvigo.es			
Web	<a href="http://faitic.uvigo.es">http://faitic.uvigo.es</a>			
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	Typology
CE1	<ul style="list-style-type: none"> <li>• know</li> <li>• Know How</li> <li>• Know be</li> </ul>
CE4	<ul style="list-style-type: none"> <li>• know</li> </ul>
CE5	<ul style="list-style-type: none"> <li>• know</li> </ul>
CE6	<ul style="list-style-type: none"> <li>• know</li> <li>• Know How</li> </ul>
CE7	<ul style="list-style-type: none"> <li>• Know How</li> <li>• Know be</li> </ul>
CE9	<ul style="list-style-type: none"> <li>• know</li> <li>• Know How</li> </ul>
CE10	<ul style="list-style-type: none"> <li>• know</li> <li>• Know be</li> </ul>
CE12	<ul style="list-style-type: none"> <li>• Know How</li> </ul>
CE13	<ul style="list-style-type: none"> <li>• Know be</li> </ul>
CT1	<ul style="list-style-type: none"> <li>• know</li> </ul>
CT2	<ul style="list-style-type: none"> <li>• Know How</li> </ul>
CT3	<ul style="list-style-type: none"> <li>• know</li> <li>• Know How</li> </ul>
CT4	<ul style="list-style-type: none"> <li>• know</li> <li>• Know How</li> </ul>
CT5	<ul style="list-style-type: none"> <li>• know</li> <li>• Know How</li> <li>• Know be</li> </ul>

## Learning outcomes

Learning outcomes	Competences
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Acquisition of the characteristics of languages for specific purposes.	CE1 CE5 CE6 CE7 CE9 CE10 CE12 CE13 CT2 CT4 CT5
Understanding of the mechanisms that regulate the learning of languages for professional and academic purposes.	CE1 CE4 CE5 CE7 CE10 CE12 CE13 CT3 CT4 CT5
Teaching and training ability in languages for specific purposes.	CE1 CE4 CE5 CE7 CE9 CE10 CE12 CE13 CT3 CT4 CT5
Acquisition of the communicative needs and the learning objectives.	CE1 CE5 CE6 CE7 CE9 CE12 CE13 CT2 CT3 CT5
Development of professional communicative competence in English.	CE1 CE4 CE5 CE6 CE7 CE9 CE10 CE12 CE13 CT1 CT2 CT3 CT4 CT5
Awareness of the interest and the relevance of languages for specific purposes in today's knowledge and information society.	CE1 CE4 CE5 CE6 CE7 CE9 CE12 CE13 CT1 CT2 CT4

<b>Contents</b>	
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

<b>Planning</b>			
	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.

<b>Methodologies</b>	
	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.

<b>Personalized attention</b>	
Methodologies	Description
Troubleshooting and / or exercises	Individual attention in office A29.

  

<b>Tests</b>	
	Description
Jobs and projects	Individual attention in office A29.

<b>Assessment</b>			
	Description	Qualification	Evaluated Competences
Master Session	Final oral test	30	CE1 CE7 CE9 CE10 CE12 CT3 CT4
Troubleshooting and / or exercises	Exercises and activities to be done in class, outside the classroom or through the electronic platform.	10	CE1 CE4 CE5 CE6 CE12 CT2 CT5

Jobs and projects	Written paper and oral presentation to be done in group.	20	CE1 CE7 CE9 CE10 CT3 CT4
Short answer tests	Final written exam.	40	CE5 CE10 CE13 CT1 CT2 CT3 CT5

### 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.

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

Comfort, Jeremy and Derek Utley 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.

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## **Recommendations**

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### **Subjects that it is recommended to have taken before**

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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

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### **Other comments**

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

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