



IDENTIFYING DATA

International Professional Communication

Subject	International Professional Communication			
Code	V06M101V02206			
Study programme	Máster Universitario en Comercio Internacional - Presencial			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	4.5	Mandatory	1st	2nd
Teaching language	English			
Department				
Coordinator	González Crespan, María Araceli			
Lecturers	García de la Puerta, Marta González Crespan, María Araceli Trusca , Marioara Mirela			
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Web	http://mcinternacional.webs.uvigo.es/es			
General description	This subject of English for specific purposes is focused on the field of international commerce. There is a special emphasis of oral communicative skills and professional microskills.			

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.
C13	Mastery of specific terminology (Incoterms).
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 C13 C20 C21 D1
Command of the specific terminology and the correct application and use in written texts in English.	A3 B3 C13 C18 C19 D1

Contents

Topic	
1. Professional presentations: Presenting with impact	1.1. Prepare 2.2. Practice 1.3. Perform 1.4. Inclusive, non-sexist language
2. Job Search	2.1. CV 2.2. Cover and application letters 2.3. Job advertisements 2.4. Job interviews
3. Meetings	3.1. Participating in meetings 3.2. Formal meetings 3.3. Informal meetings 3.4. Networking
4. Negotiations	4.1. Preparing to negotiate 4.2. Bargaining 4.3. Dealing with conflict 4.4. International negotiations. Culture, gender and diversity

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	2	0	2
Lecturing	6	18	24
Laboratory practical	24	49.5	73.5
Presentation	2	4	6
Essay	0	1	1
Objective questions exam	1	0	1
Simulation or Role Playing	1	4	5

*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	Introduction of the subject, work system, materials, bibliography and evaluation.
Lecturing	Presentation of contents, discussion and instructions for assigned essays and activities.
Laboratory practical	Practical activity to be performed in a specialized class

Personalized assistance

Methodologies	Description
Laboratory practical	Practical activities to be developed in a suitable environment to improve communication skills

Assessment

	Description	Qualification Training and Learning Results				
Presentation	Final presentation	25	A3	B3	C20 C21 C22	D1
Essay	A written document for job searching, for example, a cover letter or a CV	15	A3	B3	C18 C19	D1

Objective questions examA test on meetings language, concepts and use.	30	A3	B3	C13 C18 C19 C20	D1
Simulation or Role PlayingA negotiation. Pair activity	30	A3	B3	C13 C18 C20 C21 C22	D1

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 *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

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

Hughes, John and Andrew Mallett,, **Successful Meetings. Video Course**, 1st, Oxford University Press, 2012

Mascull, Bil, **English Vocabulary in Use. Advanced**, 1st, Cambridge University Press, 2004

Downes, Colm, **Cambridge English for Job-Hunting**, 9th, Cambridge University Press, 2014

Recommendations

Subjects that it is recommended to have taken before

Commercial English/V06M101V02106

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.