



IDENTIFYING DATA

International Professional Communication

Subject	International Professional Communication			
Code	V06M101V03206			
Study programme	Máster Universitario en Comercio Internacional - No 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			
E-mail	acrespan@uvigo.es			
Web	http://mcinternacional.webs.uvigo.es/es			
General description	This is an English subject for Specific Purposes useful for international trade. There is a special emphasis on oral communication aspects and on professional micro-skills.			

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.
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 C21 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. Job search	1.1. CV 1.2. Cover and application letters 1.3. Job advertisements 1.4. Job interviews 1.5. Gender and diversity
2. Meetings	2.1. Participating in meetings 2.2. Formal meetings 2.3. Informal meetings 2.4. Networking 2.5. Non-sexist, inclusive language
3. Negotiations	3.1. Preparing to negotiate 3.2. Bargaining 3.3. Dealing with conflict 3.4. International negotiations
4. Professional presentations	4.1. Prepare 4.2. Practice 4.3. Perform

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	2	0	2
Lecturing	10	18	28
Practices through ICT	24	48.5	72.5
Essay	0	2	2
Oral exam	0	1	1
Objective questions exam	0	1	1
Objective questions exam	0	1	1
Objective questions exam	0	1	1
Presentation	0	4	4

*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.
Practices through ICT	Applying English communicative skills in small groups, through individual activities, in pairs or in teams.

Personalized assistance

Methodologies	Description
Practices through ICT	Applying English communicative skills in small groups, through individual activities, in pairs or in teams.

Assessment

	Description	Qualification	Training and Learning Results			
Essay	Job search: writing (Peer review)	15	A3	B3	C18 C19 C21	D1

Oral exam	Meetings: speaking	15	A3	B3	C18 C20 C21	D1
Objective questions exam	Meetings: vocabulary	15	A3	B3	C19 C21	D1
Objective questions exam	Negotiations: listening test	15	A3	B3	C13 C18 C21	D1
Objective questions exam	Negotiations: vocabulary	15	A3	B3	C18 C19 C21	D1
Presentation	Final presentation	25	A3	B3	C20 C21	D1

Other comments on the Evaluation

VIRTUAL STUDENTS: The course is designed for continuous assessment. The condition to be evaluated will be the timely delivery of the activities published in the platform at the beginning of the course. Any task delivered after the deadline will not be evaluated (unless it is within the following 24 hours, all activities will be evaluated on a FAIL/PASS basis). Students not passing the subject at the end of the course will be entitled to take an exam in July whose result will be the final grade.

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

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

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

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

Recommendations

Subjects that it is recommended to have taken before

Commercial English/V06M101V03106

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.

A complete bibliography will be provided with each module.