



## IDENTIFYING DATA

### Foreign language for the company

Subject	Foreign language for the company			
Code	004G020V01903			
Study programme	(*)Grao en Administración e Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st
Teaching language	English			
Department				
Coordinator	Figuerola Revilla, Beatriz Olga			
Lecturers	Figuerola Revilla, Beatriz Olga			
E-mail	revilla@uvigo.es			
Web				
General description	(*)O obxectivo desta materia é introducir ao alumno na comunicación empresarial en inglés. Para iso traballaranse distintos contextos do mundo da empresa que proporcionarán o input léxico do curso, así como unha serie de funcións comunicativas que permitirán ao alumno desenvolverse basicamente no seu contexto profesional, tanto de forma oral como escrita.			

## Competencies

Code	
A1	Students need to show they have acquired and understood the knowledge in a field of study underpinned by general secondary education and which is usually at a level which-while drawing on advanced text books-also includes certain aspects that imply being familiar with the cutting edge of this field of study.
A2	Students need to be able to apply the knowledge acquired to their work or vocation in a professional manner, and should have the skills normally demonstrated through the ability to develop and defends points of view and to solve problems related to their field of study.
A3	Students should be able to collect and interpret relevant data (usually within their field of study) in order to make judgements that include a reflection on the relevant social, scientific or ethical issues.
A4	Students should be able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.
A5	Students should have developed the necessary learning skills in order to continue studying with a high level of autonomy.
B1	Ability to analyse and synthesise
B2	Critical and self-critical thinking
B5	Oral and written communication skills.
B6	Communication skills through the Internet, as well the ability to use multimedia tools for remote communication
B7	The ability to read and communicate in English as a foreign language
B8	Capable of fluent communication within the student's context including interpersonal skills such as active listening, negotiation, persuasion and presentation
B9	Ability to work effectively within a team
B14	Capacity to apply the theoretical and practical knowledge acquired in a specialised academic context
D1	Effective personal management in terms of time, planning and behaviour, motivation and initiative both as an individual and as a member of the business community
D2	Capacity for leadership, including empathy with others
D3	Responsibility and the capacity to take on commitments
D4	Ethical commitment in work
D5	Motivation for quality and continuous improvement

## Learning outcomes

Expected results from this subject	Training and Learning Results
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(*)	A3	B1
(*)		B2
(*)	A4	B5
		B7
		B8
(*)		B5
		B7
(*)		B6
(*)		B7
(*)		B8
(*)		B9
(*)	A5	
(*)	A1	B14
	A2	
(*)		D1
(*)		D2
(*)		D3
(*)		D4
(*)		D5

## Contents

Topic		
Module 1: Jobs and Companies	Lexical Input: Company Structure, types of companies, positions, departments and activities in a company. Communication: face to-face communication, greeting, introducing, and small talk	
Module 2: Retailing	Lexical Input: retailing, e-retailing, product description Communication: communication over the phone	
Module 3: Finance	Lexical Input: banking, stock exchange Communication: describing facts and figures, trends and market movements	
Module 4: Marketing	Lexical Input: marketing, e-marketing, advertising, brands Communication: correspondence, email and letter writing, applying for a job: letters of application, CV writing	

## Planning

	Class hours	Hours outside the classroom	Total hours
Classroom work	14	10	24
Laboratory practises	58	10	68
Master Session	14	5	19
Troubleshooting and / or exercises	2	15	17
Multiple choice tests	1	10	11
Jobs and projects	1	10	11

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

## Methodologies

	Description
Classroom work	The student carries out exercises and projects in the classroom monitored by the teacher. These tasks can be related to the student's autonomous homework.
Laboratory practises	These are activities to show the students' language knowledge applied to specific communicative situations and the acquisition of basic skills related to the subject in question. These activities are carried out in special classrooms with specialized equipment.
Master Session	The teacher presents the basic contents of the subject, and gives the student the guidelines for the projects or tasks that he has to put into practice

## Personalized attention

Methodologies	Description
Classroom work	To make sure of the students' adequate learning progress of a foreign language it is necessary for the teacher to monitor their work in class and in the language lab and also their homework by means of correcting common errors in their written and oral performance.
Laboratory practises	To make sure of the students' adequate learning progress of a foreign language it is necessary for the teacher to monitor their work in class and in the language lab and also their homework by means of correcting common errors in their written and oral performance.

<b>Assessment</b>				
	Description	Qualification	Training and Learning Results	
Troubleshooting and / or exercises	Written or oral tests to carry out exercises, both grammar and lexical, related to the course content to show they can handle the four communicative English language skills.	50	B1 B2 B5 B6 B7 B8	D1 D4 D5
Multiple choice tests	Written tests to check the understanding of texts and the progress in the acquisition of specific vocabulary and grammar concepts.	20	A1 A2 A3 B8	B5 B6 B7 D5
Jobs and projects	Elaboration and presentation of brief projects in English related to the content of the course.	30	A3 A4 A5 B6 B7 B8 B9 B14	B1 D1 D2 D3 D4 D5

### Other comments on the Evaluation

The dates and times of the evaluation tests of the different examination periods are those specified in the examination schedule approved by the Xunta de Centro for the 2016-17 academic year. In case of disparity in the exams dates, those shown on the Fcetou website will prevail.

### Sources of information

CLARK, S., **In Company. Intermediate**, 2003,  
HOLLET, V., **Business Opportunities**, 2002,  
JONES-MACZIOLA, S. & WHITE, G., **Further Ahead**, 2002,  
TULLIS, G. & TRAPPE, T., **Insights into Business**, 2000,  
SWEENEY, S., **Communicating in Business**, 2005,  
DUCKWORTH, M., **Business Grammar and Practice**, 2009,  
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LÓPEZ, S. & WATT, D., ed, **Diccionario Oxford business español-inglés, inglés-español = The Oxford Business Spanish dictionary Spanish-English, English-Spanish**, 2002,  
ALCARZ VARÓ, E. & HUGHES B., **Diccionario de Términos Económicos, Financieros y Comerciales, Inglés - Español, Spanish - English**, 2005,  
LOZANO IRUESTE, J.M., **Diccionario Bilingüe de Economía y Empresa, Inglés - Español, Español - Inglés**, 2000,  
SILVA, T. et al., **Diccionario cuatrilingüe de marketing y publicidad**, 2009,

### Recommendations