

BUSINESS ADMINISTRATION AND MANAGEMENT
10119 ACADEMIC SKILLS FOR BUSINESS STUDIES
YEAR 2017-2018

General data about the subject

6 ECTS

1st year / 2nd semester / Type: basic

Language: English

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Objectives

In this course, the student learns how to communicate with other people both by speaking and by writing in English in a coherent and efficient way, in situations related to the professional and social activity in a global environment, using a precise vocabulary and taking the appropriate formal aspects into account. The student also learns how to identify the most significant aspects and the discursive organisation of the oral and written texts which are produced in the professional and social field. Moreover, he learns how to interpret the information asked and expressed by the interlocutor in English, either by a telephone call, a personal meeting or a written text, paying attention to the context and the situation.

Skills

Basic skills

CB1. Show knowledge and understanding in a field of study that builds on general secondary education with the support of advanced textbooks and knowledge of the latest advances in this field of study.

CB4. Communicate information, ideas, problems and solutions to both specialists and non-specialists.

CB5. Develop the learning skills necessary to undertake further studies with a high degree of independent learning.

General skills

G2. Show ability to adapt to contexts and changing business and social realities within a global environment.

Transversal skills

T5. Exercise active citizenship and individual responsibility with a commitment to the values of democracy, sustainability and universal design, through practice based on learning, service and social inclusion.

T6. Use oral, written and audiovisual forms of communication, in one's own language and in foreign languages, with a high standard of use, form and content.

T7. Become the protagonist of one's own learning process in order to achieve personal and professional development and attain an all-round training for living and learning in a context of linguistic, social, cultural and economic diversity.

Specific skills

E4. Design, plan, communicate and assess plans for an enterprise and its operational units in order to develop entrepreneurial business initiatives in the local or in a foreign language.

Learning results

1. The student uses the right resources in order to understand oral and written academic texts which are specific from the business field.
2. The student is able to synthesise and summarise oral and written academic texts, as well as those from the business field, in an autonomous way.
3. The student uses the appropriate grammar structures and vocabulary for academic and business contexts.
4. The student expresses himself / herself by speaking and writing in a spontaneous way in the business context.
5. The student gives oral formal presentations on the business field.
6. The student shows respect towards linguistic, social and cultural diversity.
7. The student writes reports and other written documents (especially technical documents) with orthographic and grammatical correctness in Catalan, Spanish and English.
8. The student makes evaluations about his / her own practice and also about the practices of others in a critical and responsible way.
9. The student communicates information, methodologies, ideas, problems and solutions on the business field clearly and precisely to any kind of audience (specialist and non-specialist).
10. The student identifies his / her own educational necessities and organises his / her own learning process with a high degree of autonomy in different contexts.

Recommendation

It is advisable that the student has an intermediate level of English (level B1, according to the Common European Framework of Reference for Languages). This level is achieved after passing the PAU exam.

Contents

BLOCK 1.- COMMUNICATION IN THE WORK FIELD

- Unit 1.- Taking part in meetings. Basic e-mail.
- Unit 2.- Telephonic communication I.
- Unit 3.- Meetings management and organisation.

BLOCK 2.- COMPANY AND PROJECTION

- Unit 4.- The structure of the company.
- Unit 5.- Advertisement, promotion and marketing. Presentations I.
- Unit 6.- Presenting ideas, information and numbers.

BLOCK 3.- REPORTS AND NEGOTIATING

- Unit 7.- Elaboration of a brief report I. Advanced e-mail.
- Unit 8.- Telephonic communication II.
- Unit 9.- Negotiating I.

BLOCK 4.- COORPORATE ETHICS AND LEADERSHIP

- Unit 10.- Elaboration of long reports.
- Unit 11.- Presentations II.
- Unit 12.- Negotiating II.

Educational activities

Master class by the professor
Watching videos and speeches
Simulations, games, dynamic activities, role plays, dramatisations
Debates, colloquiums, conversations and groups of discussion
Translations
Reflections and meta-cognitive exercises
Oral presentations and project defences
Text reading and comprehension, writing reports and summaries
Exams and tests
Discussions and comments on documents (audiovisual, written, oral...)
Individual preparation of tests. Personal study of the content.
Correction / revision of exercises and checking activities
Elaboration of portfolios, memories, projects, thoughtful diaries
Realisation of activities and applied exercises

Course Evaluation

The evaluation will be continuous. The following table shows the different assessed activities divided into systems of evaluation.

Systems of evaluation	Details of the assessed activities	%	Repeatable
Observation of the participation	Attendance and participation 10%	10%	NO
Checking the work done	Oral presentation 10% Exercise in class 10%	20%	NO
Reports from the students	Writing test 15%	15%	NO
Specific tests of evaluation: exams	Exam from blocks 1 and 2 20% Exam from blocks 3 and 4 20%	40%	SÍ
Elaboration of works or projects	Research work	15%	NO

In order for the student to get a satisfactory continuous evaluation, s/he must have an average of 5 or more in the final mark. If the student does not get the average punctuation (5 or more) in the continuous evaluation, s/he will be offered the opportunity to redo some tests at the end of the course (week of reassessment). In the period of reassessment, the evaluation cannot constitute the 50% of the final mark of the course.

If the student wants to improve the mark of an exam, they must formally notify the teacher responsible for the subject in a maximum of three days after the publication of the final marks of the ordinary evaluation period.

Bibliography

Basic material

- Cotton, D., Falvey, D., & Kent, S. (2010). *Market leader: intermediate business English course book* (3rd ed.). Harlow: Pearson Education. Find it in the library:
http://cataleg.upc.edu/record=b1431377~S1*cat

Dictionaries

> Monolingual dictionaries

- Oxford Learner's Dictionaries. (2017). Retrieved April 18, 2017, from <http://www.oxfordlearnersdictionaries.com/>
- The Free Dictionary. (2017). Retrieved April 18, 2017, from <http://www.thefreedictionary.com/>

> Bilingual dictionaries

- Collins English dictionary. (2017). Retrieved April 18, 2017, from <https://www.collinsdictionary.com/dictionary/english>
- WordReference.com. (2017). Retrieved April 18, 2017, from <http://www.wordreference.com/>

➤ Collocations dictionaries

- Online Oxford Collocation Dictionary in English. (2013). Retrieved April 18, 2017, from <http://www.freecollocation.com/>

Complementary bibliography

- McCarthy, M., & O'Dell, F. (2008). *Academic vocabulary in use: 50 units of academic vocabulary reference and practice: self-study and classrom use*. Cambridge: Cambridge University Press. Find it in the library: http://cataleg.upc.edu/record=b1339164~S1*cat
- Murphy, R. (2015). *English grammar in use: a self-study reference and practice book for intermediate learners of English: with answers* (4th ed.). Cambridge: Cambridge University Press. Find it in the library: http://cataleg.upc.edu/record=b1472912~S1*cat

Websites

- Banville, S. (2017). *Breaking news English*. Retrieved June 7, 2017, from <http://www.breakingnewsenglish.com/>
- BBC. (2017). *BBC Learning English*. Retrieved June 7, 2017, from <http://www.bbc.co.uk/learningenglish/>
- Financial Times. (2014). *Financial Times lexicon*. Retrieved June 7, 2017, from <http://lexicon.ft.com/>