1. OVERVIEW

Asignatura	Foreign Language I
Titulación	Grado en Gestión Empresarial Basada en el Análisis de Datos - Bd In Business Analytics
Escuela/ Facultad	Faculty of Economics, Business, and Communication Sciences
Curso	2024/2025
ECTS	6
Carácter	Basic
Idioma/s	English
Modalidad	Face to face
Semestre	S1
Curso académico	2
Docente coordinador	Dr. Jean Mathieu TSOUMOU

2. PRESENTATION

Foreign Language I (6 ECTS) is an obligatory subject within the Bachelor's Degree Program of Business Analytics. The study of the English language will be present throughout all the learning process. The objective of this module is to develop communicative competence in the foreign language equivalent to that of an upper-intermediate to advanced level (B2 of the Common European Framework of Reference for Languages), so as to provide future graduates with the knowledge and skills that will allow them to communicate & interact with their peers in academic and professional contexts.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB1: Students must demonstrate a deep knowledge and understanding of a field of study that is based on secondary education and that, whilst supported by advanced textbooks, involves acquaintance with the vanguard of their area of study.
- CB5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

Cross-curricular competencies:

- **CT1:** Self-learning skills: The ability to choose the most effective strategies for controlling our own learning environment and acting autonomously throughout the learning process.
- **CT5:** Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.
- **CT6:** Oral and written communication skills: The ability to transmit and receive information, ideas, opinions and attitudes for the purposes of comprehension and action, oral communication involving speech and gestures, and written communication writing and/or graphics.
- **CT8:** Information management: Ability to find, select, analyze and integrate useful information from varying sources.
- **CT17:** Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.
- **CT18:** Use of information technology (IT) and communication: Ability to efficiently use IT and communication as a tool for searching, processing and storage of information as a way to develop communicative abilities.

Specific competencies:

- **CE12:** Effective communication and negotiation in the professional business administration field.

Learning outcomes:

- **LO1:** to be able to understand and communicate in English (basic level)
- **LO2:** to be able to understand and communicate in English in a business context.
- **LO3:** to present and justify ideas orally in a business context.
- **LO4:** to write reports and texts in English.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencias	Resultados de aprendizaje
CB1, CB5, CT1, CT6	LO1: to understand spoken communication in English dealing with topics of interest and/or related to technical studies in the relevant field study
CB1, CB5, CT1, CT6	LO2: to be able to understand and communicate in English in a business context.

CB5, CT1, CT5, CT6, CT8, CT17, CT18,	LO3: to present and justify ideas orally in a business context.
CB5, CT1, CT5, CT6, CT17, CT18, SC14, SCS4	LO4: to write reports and texts in English.

4. CONTENT

This course offers learners a body of both authentic and adapted materials in English for reading and listening practice in the context of Business analytics, Business Management, Marketing and Data science. These materials are used to aid the learner in acquiring lexis related to their field as well as improving their communicative skills. The course is also designed to draw learners' attention to the communicative strategies that foreign language learners can use to mitigate the difficulty of understanding and speaking in a foreign language. This metacognitive approach is designed to help the learner not only in this course but throughout their study of English.

The course will follow the following program:

- Unit 1: Introduction. The Language of Business
- Unit 2: Management & Organizational structures
- Unit 3: Marketing and Customer Analytics
- Unit 4: Trends
- Unit 5: Finance
- Unit 6: Visualizing and Presenting Data

A document detailing specific course content and graded activities will be found on the course's Campus Virtual page.

Each of the above didactic units will cover the following **contents**:

- Vocabulary dealing with topics of general interest or current affairs and/or related to technical studies in the field of Business Administration and Management.

- Strategies to improve listening skills and practice activities. Recordings related to topics of general interest or current affairs and/or to technical studies in the field of Business Administration and Management.
- Strategies for effective writing and practice activities. Communication and grammar structures in English.
- Strategies to improve reading comprehension and practice activities
- The key to successful multimedia presentations in English.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Problem-based learning.

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Learning activity	Number of hours
Debates and discussions	30 h
Case analysis and problem-solving tasks.	26 h
Oral presentations	10 h
Written projects	20 h
Tutorials.	10 h
Autonomous work.	50 h
knowledge test	4 h
TOTAL	150 h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Writings and reports	45 %
Oral presentations	15%
In-person knowledge tests	40%
Assessment system	Weight

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1.	Oct. 2
Activity 2.	Nov. 6
Activity 3.	Nov. 27
Activity 4.- Project presentation	January 8 & 10
Final Exam	January 15

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAFÍA

- Mackenzie, Ian. (2010). *English for Business Studies Student's Book: A Course for Business Studies and Economics Students.* Cambridge University Press.

- Robinson, Nick. (2010). *Cambridge English for Marketing*. United Kingdom: Cambridge University Press

- McKeown, Arthur; wright, Ros. (2011). *Professional English in Use Management with Answers.* United Kingdom: Cambridge University Press

- Walker, Carolyn; Harvey, Paul. (2008). *English for Business Studies in Higher Education.* United Kingdom: Garnet Publishing Ltd.

- Wickham, Hadley. (2014). Tidy data. The American Statistician. 14. 10.18637/jss.v059.i10.

10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance, Diversity and Inclusion Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.
From this unit we offer to our students:
1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.
Students in need of educational support can write to us at:
orientacioneducativa@universidadeuropea.es

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11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail. Your assessment is necessary for us to improve. Thank you very much for your participation