

1. BASIC INFORMATION

Course	English
Degree program	Business Administration / Marketing
School	Social Sciences and Communication
Year	2019/2020
ECTS	6
Credit type	Basic
Language(s)	English
Delivery mode	Face to face/Online
Semester	2º
Academic year	2º
Coordinating professor	Martín Wilson

2. PRESENTATION

English Language (6 ECTS) is an obligatory module in the Master's Degree Marketing and the Master's degree in Business Administration and Management. The entire course will be in English, including all course content, communication with the professor and other students, and administration of the course.

The objective of this module is to develop communicative competence in the foreign language equivalent to level B2.2 of the Common European Framework of Reference for Languages.

The course is designed to provide students with knowledge and skills that will allow them to communicate in the foreign language and to interact with their peers in professional situations.

3. Competencies and learning outcomes

3.1. 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.

- ⇒ CB4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.
- ⇒ CB5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

3.2. 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: 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.

3.3. Specific competencies of the degree.

- ⇒ CE14: Effective communication and negotiation in the professional business administration field.
- ⇒ CE24: Ability to work in multidisciplinary teams that include members from different functional areas of the organization and acquire the necessary resources for each situation.

3.4. Specific competencies of the subject.

- SCS1: Listening comprehension in English.
- SCS 2: Speaking in English.
- SCS 3: Written comprehension in English.
- SCS 4: Writing in English.
- SCS 5: Analysis of short texts from the literature.
- SCS 6: Presentations in English.
- SCS 7: Teamwork.
- SCS 8: Critical thinking.

LEARNING OUTCOMES:

- LO1: to understand spoken communication in English dealing with topics of interest and/or related to technical studies in the relevant field.
- LO2: to understand written texts and reports in English on topics of general interest and/or technical documents, i.e., brochures, manuals, process descriptions.

- LO3: to present and justify ideas on a variety of topics orally.
- LO4: to write reports and texts on different topics.
- LO5: to make multimedia presentations in English.

In the table below you can find the relationship between the competences that are developed throughout the course and the desired learning outcomes:

Competencies	Learning outcomes
CB1, CB5, CT1, CT6, SC11, SCS1	LO1: to understand spoken communication in English dealing with topics of interest and/or related to technical studies in the field of Business Administration and Management.
CB1, CB5, CT1, CT6, SC11, SCS1	LO2: to understand written texts and reports in English on topics of general interest and/or technical documents, i.e., brochures, manuals, process descriptions.
CB4, CB5, CT1, CT5, CT6, CT17, CE14, SCS2	LO3: to present and justify ideas on a variety of topics orally.
CB4, CB5, CT1, CT5, CT6, CT17, SC14, SCS4, CE24	LO4: to write reports and texts on different topics.
CB4, CB5, CT1, CT5, CT6, CT17, CE14, SCS2, CE24	LO5: to make multimedia presentations in English.

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

Type of educational activity	Number of hours
Autonomous work.	50 h
Group work.	20 h
Projects.	20 h
Oral presentations.	5 h
Tutorials.	25 h
Forums.	30 h

TOTAL	150 h
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When you access the course on the *Campus Virtual*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4. CONTENT

The course will follow the following program:

- Topic 1: Introduction. English is the Language of Business
- Topic 2: Online Marketing
- Topic 3: When Things Don't Go According to Plan
- Topic 4: Trends
- Topic 5: Market Research and Branding
- Topic 6: Product Launch and Promotion

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

Each of the above learning 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 Marketing and Business Administration.
- Strategies to improve listening skills and practice activities
- Strategies for effective writing and practice activities
- Strategies to improve reading comprehension and practice activities

5. TEACHING-LEARNING METHODOLOGIES

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

Teaching methodologies:

This course offers learners a body of mostly authentic materials in English for reading and listening practice on marketing and business administration. 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.

6. LEARNING ACTIVITIES

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

Online mode:

Learning activity	Number of hours
Reading comprehension	30
Listening Comprehension	20
Forum participation	20
Speaking practice	30
Weekly quizzes	5
Evaluated essay	20
Group presentation	15
Vocabulary practice	10
Total	150

7. ASSESSMENT

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

Assessment system	Weight
Activity 1 - Written essay	15%
Activity 2 - Group presentation	15%
Quizzes	15%
Forum	15%
Final Exam	40

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 4.0 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 4.0 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:

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.

Assessable Activities	Deadline
Unit quiz	After each unit
Activity 1	After unit 2
Activity 2	After unit 4
Forum posts	Weekly
Final exam	Upon completion of course

9. BIBLIOGRAPHY

Here is the recommended bibliography:

- MACKENZIE, Ian. (2010). *English for Business Studies Student's Book: A Course for Business Studies and Economics Students*. United Kingdom: 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.

10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.