

1. BASIC INFORMATION

Course	Idioma
Degree program	Grado en Marketing
School	Economic, Business, and Communication Sciences
Year	2º
ECTS	6
Credit type	Obligatory
Language(s)	English
Delivery mode	Face to face/Online
Semester	2
Academic year	2024-2025
Coordinating professor	Aránzazu Otero Álvarez

2. PRESENTATION

Idioma (6 ECTS) is an obligatory subject within the bachelor's degree program, Business Administration and Management. The study of the English language will be present throughout all the learning process. 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, allowing students to better understand and produce general, academic, and Business-specific discourse. The course is designed to provide future graduates 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

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.

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:

- CE14: Effective communication and negotiation in the professional business administration field.

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.

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

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 relevant field study.
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, CT8, CT17, CT18, SCS2	LO3: to present and justify ideas on a variety of topics orally.
CB4, CB5, CT1, CT5, CT6, CT17, CT18, SC14, SCS4	LO4: to write reports and texts on different topics.

4. CONTENT

Each of the 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:

Campus-based mode:

- Cooperative learning
- Problem-based learning
- Project-based learning
- lectures

Online:

- Problem-based learning
- Project-based learning
- Online lectures

6. LEARNING ACTIVITIES

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

Campus-based mode:

Learning activity	Number of hours
Lectures	20 h
Autonomous work	50 h
Oral presentations	10 h

Writing activities	30 h
Group work	20 h
Tutorials	15 h
Exams	5 h
TOTAL	150 h

Virtual mode:

Learning activity	Number of hours
Autonomous work	60 h
Virtual class sessions	15 h
Online tutorials	15 h
Case analysis, problem solving tasks and projects	55 h
Quizzes and exams	5 h
TOTAL	150 h

7. ASSESSMENT

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

Campus-based mode:

Assessment system	Weight
Tasks in different competences	60%
Final exam	40%

Virtual mode:

Assessment system	Weight
Tasks in different competences	60%
Final exam	40%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you must 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 4.0 in the final exam 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 4.0 in the final exam 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	Week 1- 3
Activity 2	Week 4- 6
Activity 3	Week 7- 10
Activity 4	Week 11 -15
Final exam	Week 17

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. BIBLIOGRAPHY

The main reference work for this subject is:

- 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.

The recommended Bibliography is:

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

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 opportunity 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

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.