

1. BASIC INFORMATION

Course	Idioma
Degree program	Grado en ADE
School	Social Sciences and Communication
Year	2
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

Knowledge

CON2. Identify key and relevant information, data and trends, tools and material resources necessary for business management and the implementation of entrepreneurial initiatives to be able to offer solutions in the field of business decision-making process.

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

Skills

HAB 1. Analyze, critically and analytically, the concepts and theories related to business management, interpreting economic, fiscal, financial and legislative data in the field of business organizations.

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

Competences

COMP06. Communicate and negotiate in the professional field of business management, and in the identification and implementation of processes, systems and/or certifications that guarantee the quality in the product or service.

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:

- Problem-based learning
- Project-based learning

Online:

- Problem-based learning
- Project-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:

Campus-based mode:

Learning activity	Number of hours
Practical exercises and problem solving	30h.
Group work	20h.
Projects	20h.
Oral presentations	5h.
Tutorials	25h.
Autonomous work	50h.
TOTAL	150 h

Online mode:

Learning activity	Number of hours
Individual activities: problems, cases, projects	70h.
Virtual class sessions	5h.
Online tutorials	25h.
Autonomous work	50h.
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%

Online mode:

Assessment system	Weight
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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 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:

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 AND DIVERSITY UNIT

From the Educational Guidance and Diversity 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

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.