

1. BASIC INFORMATION

Course	English for Business & Administration
Degree program	Grado en Publicidad
School	Social Sciences
Year	2 nd YEAR
ECTS	6 ECTS
Credit type	Basic
Language(s)	English
Delivery mode	Face to face
Semester	2 nd SEMESTER
Academic year	2023 – 2024
Coordinating professor	Dra. Laura Barboyon

2. PRESENTATION

Teaching English is a major part of the teaching and learning philosophy implemented by *La Universidad Europea*. In this vein, the English subject falls within the Common European Framework of Languages. It aims to contribute to the improvement of the profile of students and enable them to develop English communication skills both in the field- oriented topics as well as generally oriented topics of the common communicative practices. Very specifically, this subject will focus on improving the students' abilities to listen and understand complex and straightforward conversations, use the language appropriately and effectively, speak efficiently about topics related to marketing communication, and write smoothly using technical items within the field of specialization.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

CC 5 – The students shall develop learning skills necessary to undertake further studies with a higher degree of autonomy.

CC 1 – The students shall acquire a wild understanding of the area of study. In this context, any advanced textbook- based knowledge taught at this stage shall not only sit as a continuation of that previously acquired in secondary and high school educations, but most importantly shall include aspects involving knowledge from the cutting edge of the field of study.

CC 4 – The students shall be able to convey well-thought information and ideas as well as seek and find solutions to problems that are relevant to both specialized and non-specialized audiences.

CC 2 – The students shall possess demonstrable skills and competencies such as problem-solving skills within their area of study as well as know how to apply those skills into their future professional careers.

CC 3 – The students shall have the ability to gather and interpret data related to the area of study as well as make fact-based and rational judgments on issues of social, scientific, and ethical nature.

Cross-curricular competencies:

CCC 4 – Communication skills: The students shall be able to express conceptual ideas effectively, communicate in writing with conciseness and clarity, as well as speak effectively in public.

CCC 5 – Interpersonal understanding: The students shall be able to develop active listening ability to reach agreement with and understanding of peers' point of views using an assertive communication style.

Specific competencies:

SC 7 – Use and interpret the necessary technical and computer tools for the effective and efficient administration of a company and promote innovation activities.

Learning outcomes:

LO1 – The students shall be able to interpret the impact of advertising activities on the economy.

LO2 – The students shall be able to apply basic economic tools within the advertising industry.

LO3 – The students shall implement their professional actions within the framework that guarantees equal opportunities, solidarity, peace, and democracy.

LO4 – The students shall be familiar with the basic legal concepts such as the regulations that directly affect communication.

LO5 – The students shall develop abilities to effectively define and manage resources within a budget allocated to advertising communication.

LO6 – The students shall be able to use communication resources effectively and creatively.

LO7 – The students shall acquire wide theoretical knowledge about the principles of advertising communication.

LO8 – The students shall be able to recognize the importance of communication in professional practice.

LO9 – The students shall be able to communicate effectively in writing and speaking both in Spanish and English.

LO10 – The students shall be familiar with how to orient basic professional English in their endeavours.

LO11 – The students shall be able to write advertising-related reports and make effective presentations both in English and Spanish.

LO12 – The students shall be able to apply and integrate the knowledge and skills acquired within the Degree in Business administration.

LO13 – The students shall be able to develop ample problem-solving skills in the field of Business.

LO14 – The students shall demonstrate a high degree of autonomy and confidence in their own judgment.

LO15 – The students shall be driven by flexibility and willingness to adapt to diverse situations, varied audiences, and ambiguous scenarios.

LO16 – The students shall develop skills and abilities that can only be acquired in the actions and exercise of the profession.

LO17 – The students shall develop ability to defend arguments and solve problems within the professional field of Business.

LO18 – The students shall be able to transmit information, ideas, problems, solutions and results to clients / users, suppliers, and direct managers.

LO19 – The students shall be able to always work towards customer-oriented and results-oriented practice.

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

Competencies	Learning outcomes
CC 1, CC 4	LO1 – The students shall be able to interpret the impact of advertising activities on the economy.
CC 1, CC 4	LO2 – The students shall be able to apply basic economic tools within the advertising industry.
CC 1, CC 3, CC 4	LO3 – The students shall implement their professional actions within the framework that guarantees equal opportunities, solidarity, peace and democracy.
CC 1, CC 4	LO4 – The students shall be familiar with the basic legal concepts such as the regulations that directly affect communication.
CC 1, CC 3, CC 4	LO5 – The students shall develop abilities to effectively define and manage resources within a budget allocated to advertising communication.
CC 1, CC 3, CC 4	LO6 – The students shall be able to use communication resources effectively and creatively.
CC 1, CC 4, SC7	LO7 – The students shall acquire wide theoretical knowledge about the principles of advertising communication.
CC 1, CC 3, CC 4	LO8 – The students shall be able to recognize the importance of communication in professional practice.
CC 1, CC 4, SC7	LO9 – The students shall be able to communicate effectively in writing and speaking both in Spanish and English.
CC 1, CC 4	LO10 – The students shall be familiar with how to orient basic professional English in their endeavors.
CC 1, CC 4	LO11 – The students shall be able to write advertising-related reports and make effective presentations both in English and Spanish.
CC 1, CC 3, CC 4	LO12 – The students shall be able to apply and integrate the knowledge and skills acquired within the Degree in Advertising Communication.
CC 1, CC 4	LO13 – The students shall be able to develop ample problem-solving skills in the field of advertising Communication.
CC 1, CC 3, CC 4	LO14 – The students shall demonstrate a high degree of autonomy and confidence in their own judgment.
CC 1, CC 4	LO15 – The students shall be driven by flexibility and willingness to adapt to diverse situations, varied audiences, and ambiguous scenarios.
CC 1, CC 4	LO16 – The students shall develop skills and abilities that can only be acquired in the actions and exercise of the profession.
CC 1, CC 3, CC 4, CC 5	LO17 – The students shall develop ability to defend arguments and solve problems within the professional field of advertising.
CC 1, CC 2, CC 4	LO18 – The students shall be able to transmit information, ideas, problems, solutions and results to clients / users, suppliers, and direct managers.
CC 1, CC 2, CC 4, CC 5	LO19 – The students shall be able to always work towards customer-oriented and results-oriented practice.

4. CONTENT

The contents revolve around the implementation of cutting-edge teaching and learning techniques that allow the students to develop ample oral and written comprehension and production in English. In this vein, the subject will benefit from both general and merely professional English to favor the development of listening, writing, speaking and comprehension English skills.

5. TEACHING-LEARNING METHODOLOGIES

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

- Case method.
- Cooperative learning.
- Problem-Solving Based Learning.
- Master class.
- Simulation environment.
- 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
Specific English, projects, oral presentations (campus-based mode)	25h.
Guided learning (tutorials, seminars, etc., campus-based mode)	25h.
Self-learning (campus-based mode)	50h.
Group activities, problem-solving, practices (campus-based mode)	50h.
Group work	50h.

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
Projects	20%
Oral presentations	30%
Theoretical knowledge exam	50%

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). Every activity from every module needs to be overcome with a grade of > 5 to pass on the subject.

In any case, you will need to obtain a grade of at 5.0 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 at 5.0 in the final exam for it to count towards the final grade along with all the grades corresponding to the other activities. Every activity from every module needs to be overcome with a grade of > 5 to pass on the subject.

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: oral presentation (group)	19 - 23 February 2024
Activity 2: Mid-term exam	11 - 15 March 2024
Activity 3: oral presentation (group)	15 - 19 April 2024
Activity 4: Project (group)	6 - 10 May 2024
Activity 5: Final exam	20 - 31 May 2024

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:

- Alison Smith. (2018). Flash on English for Marketing & Advertising.
- Robinson, Nick. (2010). Cambridge English for Marketing. Cambridge University Press.
- Guy Brook-Hart. (2013). Cambridge Business benchmark (Upper-Intermediate).
- Kate Baad, Christopher Hollway, Jim Scrivener & Rebecca Tuner: Business Result (Advanced).

The recommended Bibliography is:

- Murphy, R. (2013). *English Grammar in Use* (for advanced students). CUP.
- Bill Mascull. (2002). Cambridge professional English. Business Vocabulary in use.

10. DIVERSITY MANAGEMENT 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 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.