

1. OVERVIEW

Subject area	Language
Degree	Bachelor's Degree in Business Administration and Management
School/Faculty	Social Sciences and Communication
Year	2
ECTS	6
Type	Compulsory
Language(s)	English
Delivery Mode	On Campus/Online
Semester	2
Year	2023-2024
Academic coordinator	Aránzazu Otero Álvarez

2. INTRODUCTION

Language (6 ECTS) is a compulsory subject area within the Bachelor's Degree in Business Administration and Management. The study of the English language will be integral to the learning process. The entire subject area will be in English, including all content and communication with the professor and other students, as well as the administration of the subject area.

The objective of this subject area is to develop communication skills in a foreign language, allowing students to better understand and produce general, academic, and business-specific material. The subject area 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. SKILLS AND LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish)

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 business decision-making process.

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

Abilities (HAB, by the acronym in Spanish)

HAB 1. Critically and analytically study the concepts and theories of business management, interpreting economic, tax, financial and legal data with regard to business organisations.

- Orally present and justify ideas on a variety of topics.
- Write reports and texts on different topics.
- Give multimedia presentations in English.

Skills (COMP, by the acronym in Spanish)

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

4. CONTENTS

Each of the learning units will cover the following **contents**:

- Vocabulary relating to topics of general interest, current affairs and/or 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, current affairs and/or 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 METHODS

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

On campus:

- Problem-based learning
- Project-based learning

Online:

- Problem-based learning
- Project-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus:

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

Online mode:

Learning activity	Number of hours
Individual activities: problems, case studies, projects	70h.
Online class sessions	5h.
Online tutorials	25h.
Self-guided study	50h.
TOTAL	150 h

7. ASSESSMENT

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

On campus:

Assessment system	Weighting
Activities in different skills	60%
Final exam	40%

Online mode:

Assessment system	Weighting
Activities in different skills	60%
Final exam	40%

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

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must obtain a final grade higher than or equal to 5 out of 10 (weighted average).

In any case, you must 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. Extraordinary exam period (re-sits)

To pass the subject area in the extraordinary exam period (re-sits), you must obtain a final grade higher than or equal to 5 out of 10 (weighted average).

In any case, you must 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.

Activities not passed in the ordinary exam period, or those not submitted, must now be submitted after having received the relevant corrections by the professor.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area:

Assessment activities	Date
Activity 1	Week 1-3
Activity 2	Week 4-6
Activity 3	Week 7-10
Activity 4	Week 11-15
Final exam	Week 17

The timeline may be subject to modifications for logistical reasons. Students will be informed of any changes in due time.

9. BIBLIOGRAPHY

The set texts for this subject area are:

- 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.

Potential secondary material:

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

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. STUDENT SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our student satisfaction surveys to identify strengths and areas for improvement for staff, degrees and the learning process.

These surveys will be available in the “surveys” area of your Virtual Campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.