

Syllabus

Course: English

Credits: 6 ECTS

Program: ADE

Module: Compulsory subject

Subject: English

Código: 802279

Abbreviation: MA14

Subject Coordinator: Dr.Frank Longo

Academic year: 2023-2024

Session: October

Semester: Second (Second, Spring semester)

Campus: Barcelona

Última revisión: 31/01/2023

Aprobación: 31/01/2023

Publicación: 02/02/2023

00 Table of Contents

00 Table of Contents	2
01 Faculty	3
01.1 Subject coordinator	3
02 Presentation	3
02.1 Description	3
02.2 Relevant professional applications	4
03 Competences	4
03.1 Subject Competences	4
04 Program.....	6
05 Teaching Method.....	7
06 Learning Activities	7
08 Learning Resources.....	8
09 Code of Academic Conduct	9
10 Bibliography	11
10.1 Primary Bibliography	11
10.2 Recommended Bibliography.....	11

01 Faculty

01.1 Subject coordinator

Dr. Frank Longo

franklongo@campus.eae.es

02 Presentation

02.1 Description

The learning objectives of this subject is to assist students in achieving fluency in all areas of professionally appropriate English language skills required by Marketing and Communications degree graduates.

The course aims to develop confident English language use and expression at a B2 level or above relevant to a business work environment.

The courses employ targeted material designed to introduce students to specific business vocabulary and hone professional business skills necessary for an increasingly globalized employment market. The topics covered such as Marketing, Finance, Human Resources or Cross-Cultural Communication expose students to the practical aspects of day to day business dealings in English.

The comprehensive blended learning curricula includes a mix on both print and cutting-edge digital material which allows students to continue their studies outside of class time. The online platforms specifically target general grammar skills allowing students to improve and strengthen language fundamentals at the same time as studying a business-oriented course.

02.2 Relevant professional applications

Knowledge acquired will be employable in business activities with an international scope which require strong communication skills.

03 Competences

03.1 Subject Competences

Specific Competences

RENG1 Upon completion of the English language course, students must be able to use the English language effectively mastering basic communication skills: oral and written comprehension, oral and written expression, and oral interaction at a level equivalent to B2 of the Council of Europe "Common Reference Framework for Knowledge of Languages".

RENG2 Understand interviews and conversations and follow complex arguments about issues and situations in the business world.

RENG3 Understand real-world articles and publications on business issues.

RENG4 Complete exercises in which grammatical norms of the English language and the terminology, expressions and vocabulary of the business world are applied

RENG5 Communicate with a degree of fluency and spontaneity which allows interaction with other speakers in business situations.

RENG6 Be able to give oral presentations, explain opinions and points of view and expose advantages and disadvantages of different options on business issues.

RENG7 Produce clear and precise writing exercises related to business practice: CV's, Letters of presentation, diverse commercial correspondence, reports, e-mails, minutes of meetings, summaries, press releases, etc.

General Competences

- CG01 Students will possess a working knowledge of a third language, preferably English, demonstrating an adequate level of oral and written expression, in accordance with the professional demands on graduates
- CG02 Students will show the ability to communicate orally and in writing on the results of learning, applied logic and decision-making processes and show the ability to participate in debates on relevant topics
- CG03 Student will be able to work in interdisciplinary teams, either as a member, or director and pragmatically contribute to human and project development with a sense of responsibility, while at the same time taking into account available resources
- CG05 Students will demonstrate the ability to critically reflect on the limitations and shortcomings of their knowledge and show an ability to remediate and overcome deficiencies.
- CG06 Students will display the ability to identify obstacles and opportunities in their learning processes and propose improvements and develop strategies or solutions in a responsible and autonomous manner. Student will demonstrate planning and organizational skills which achieve objectives within the established deadlines and, at the same time, produce quality work, in a clear and orderly fashion, via effort, perseverance and a desire for personal and professional growth.

04 Program

- Unit 1. *Culture and its impact*
 - Language focus: Present tenses, Introductions, Asking questions, Making small talk
- Unit 2. *Technology and Business*
 - Language focus: Passives, Business emails, Making arrangements
- Unit 3. *Motivation*
 - Language focus: Quantifiers, Articles, Performance review
- Unit 4. *Human Resources*
 - Language focus: Future tenses, Job interviews, Writing a Cover Letter for a job application
- Unit 5. *Organizations and their structures –*
 - Language focus: Modal verbs, Briefings, Explaining, Clarifying and Checking
- Unit 6. *Managing Organizations*
 - Language focus: Adverbs of degree, Past tenses, Preparing and opening a meeting, External emails in an appropriate style
- Unit 7. *Supply Chain Management (SCM)*
 - Language focus: Conditionals, Negotiating, SC Vocabulary and Logistics meetings
- Unit 8. *Application of Corporate Social Responsibility in the business management to ensure a better sustainable community and continuity in the awareness of its importance.*

05 Teaching Method

Upon completion of the English language course, students should be able to use the English language effectively mastering basic communication skills: oral and written comprehension, oral and written expression, and oral interaction at a level equivalent to B2 of the "Framework for Common Reference of Knowledge of languages of the Council of Europe"

Taking into account the characteristics of the subject, both theoretical and practical; and the profile of the students, the learning design of the subject has been articulated around three groups of methodologies from EAE's Life-ED Methodology:

- ME1. Interactive class presentations
- ME2. Teamwork
- ME3. Independent work

06 Learning Activities

The following learning activities are undertaken in line with competencies stipulated for this subject and consistent with the teaching methodologies proposed:

- Class Work: Students will complete targeted learning activities designed to introduce students to specific business vocabulary and hone general grammar and use of English skills.
- Individual Work: Students will be set weekly activities via the online learning platform. These need specific activities are designed to perfect general grammar skills and address and strengthen the individual language needs of each student.
- Group work: Students will work on group projects that develop both oral and written communication skills.
- Final Exam: Students will sit a comprehensive final exam in which they will be required to demonstrate the relevant skills and knowledge acquired over the duration of the course.

07 Assessment

Assessment activities	Weight
Continuous Evaluation	40 % of the final grade
Mid term exam	20 % of the final grade
Final exam	40 % of the final grade

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, **only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject**, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination.

Evaluación Única: La evaluación única consta de un único examen que equivale al 100 % de la nota de la asignatura. El examen, y por tanto la asignatura, se aprueba con una nota de 5 sobre 10 en esta prueba final.

Para acogerse a la evaluación única es necesario enviar al profesor una solicitud por escrito durante los primeros 15 días hábiles del curso.

08 Learning Resources

Unit	Resource	Type
The duration of the course in its entirety	MyEnglishLab	Online Learning platform
The duration of the course in its entirety	Classroom presentations	Via Blackboard
The duration of the course in its entirety	Course Book	Printed course book material

09 Code of Academic Conduct

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with

the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been published previously, the agreements with the magazine or publication where it appeared must be taken into account.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic

Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

10 Bibliography

10.1 Primary Bibliography

- *Business Advantage – Intermediate* (Student's Book) by Almut Koester, Angela Pitt, Michael Handford and Martin Lisboa. Cambridge 2021

10.2 Recommended Bibliography

- To review general grammar and vocabulary:
- *English Grammar in Use* (various levels) 4th Edition by Raymond Murphy. Cambridge
- To review business specific vocabulary:
- *Business Vocabulary in Use* (various levels) by Bill Mascull. Cambridge
- *Market Leader – Intermediate* (Student's Book) 3rd Edition by David Cotton, David Falvey and Simon Kent. Pearson
- *Working Across Cultures – Market Leader* by Pearson Adrian Pilbeam. Pearson