

Bachelor Degree in Business Administration Management and Business Transformation

Program: BA in Business Administration Management and Business Transformation

Subject: ENGLISH

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Year: First

Semester: First

Academic Year: 2026–2027

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2. Presentation

The learning objectives of this subject is to assist students in achieving fluency in all areas of professionally appropriate English language skills required by Business administration 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 cuttingedge 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 businessoriented course.

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

3. Learning outcomes of the degree

- RAT9 - The student will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish and a third language, particularly English.
- RAT10 - The student will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT12 - The graduate will be able to develop both traditional and digital marketing and promotional projects in a business environment.
- RAT13 - The graduate will be able to analyze the economic operations of companies, which have been carried out in the financial markets.
- RAT18 - The student will be able to provide innovative, creative and entrepreneurial solutions in professional situations.
- RAT19 - The student will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT20 - The student will be able to apply the gender perspective in the professional tasks.
- RAT21 - The graduate will be able to verify the economic-financial information of business organizations and institutions with regard to their environment, by analyzing

the companies' profit and loss accounts.

- RAT24 – After completing the degree, the student will be able to design work processes to achieve organizational efficiency.
- RAT25 – The graduate will be able to actively propose a plan for the implementation and support of information and communication systems for the digital transformation of the organization, according to a project based on a real business case

4. Learning outcomes of the subject

- RAM1 - The student will be able to effectively use the English language by mastering basic communication skills at a level equivalent to B2 of the Council of Europe's "Common Framework of Reference for Language Knowledge".
- RAM2 - The student will be able to apply the English language at a level equivalent to B2 of the Council of Europe's "Common Framework of Knowledge of Languages" in interviews and conversations with complex arguments on issues and situations in the business world.
- RAM3 - The student will be able to interpret articles and writings in English on business topics.
- RAM4 - The student will be able to correctly solve exercises in which the grammatical rules of the English language and the terminology, expressions and vocabulary of the business environment are applied, at a level equivalent to B2 of the "Common Reference Framework for Language Knowledge" of the Council of Europe.
- RAM5 - The student will be able to properly use the English language at a level equivalent to B2 of the Council of Europe's "Common Framework for Language Proficiency", to communicate with a degree of fluency and spontaneity that allows interaction with other speakers in business situations.
- RAM6 - The student will be able to orally explain opinions and views for the presentation of advantages and disadvantages of different options on business topics.
- RAM7 - The student will be able to translate writings relating to business practice.
- RAM8 - The student will be able to use the English language fluently at a level equivalent to B2 of the Council of Europe's "Common Framework of Language Knowledge" to communicate ideas in a creative, motivating and interesting way.

5. Contents

The book used as the basis for the course will be *Business Result upper-intermediate 2nd Edition*, Oxford University Press

Units covered will be 4, 5, 9, 12 and grammar from units 2, 11, and 15

Units 4 & 5 and grammar from unit 11 before midterm exam

Units 9 & 12 and grammar from units 2 & 15 after midterm exam

Additionally, a diversity of current events videos may be used from media outlets such as BBC or CNN News, as well as specific websites from institutions such as the EU.

1. **Introductions & First impressions**
 - a. Professional introductions
 - b. Written Communication
 - c. Formal vs informal register
 - d. Cover Letter
2. **New Ideas** (Unit 4):
 - e. Presenting ideas for products and services.
 - f. Talk about present, past future ability
 - g. Discussing future probabilities (Unit 11)
3. **Ethical Business** (Unit 5):
 - h. Sustainability and ethical business
 - i. Planning arrangements & talking about the future
 - j. Presenting future plans (Unit 9)
4. **New Business** (Unit 9):
 - k. Start-ups & entrepreneurship
 - l. Talking about the past and recent events
 - m. Question forms (Unit 2)
5. **Data** (Unit 12):
 - n. Dealing with data and figures
 - o. Discussing trends
 - p. Reports & reporting
 - q. Gerunds & infinitives (Unit 15)

Students will also complete throughout the course up to **four assignments** each one focused on the four theme topics considered in the course: **Environment, Technology, Business Financial and**

Marketing, meaning each exercise will practice the specific vocabulary and topics within each theme focus.

Assignment 1, Cover letter

Assignment 2, Oral Presentation

Assignment 3, Written & Oral Interview (in pairs)

Assignment 4: Formal email

6. Methodology

Learning outcomes developed	Teaching methodology	Training activities
Knowledge	Master class	Teacher's presentations
	Instructional sessions	Student's presentations
	Tutoring	Meetings for the resolution of doubts
	Learning based on readings and listenings	Book Exercises and Audiovisuals
Skill	Learning based on assignments	Written and Oral practices
	Learning based on audio-visual	Comprehension skills
	Class debates	Argumentation and Assertivity
Competence	Grammar, Topic Themes and Multiple Situational Vocabulary Exercises from real Business environments	Lg Basic Proficiency for Business

7. Evaluation

Evaluation system	Weight
Continuous evaluation: assignments plus orals mid and final	40 %
Mid-term exam	20 %
Final exam	40 %

The regulations include the obligation of 75% attendance.

- Absences are divided into two categories: justified and unexcused. Excused absences are those that can be demonstrated with a proof. All other absences are considered unjustified absences.
- The supporting documents must be delivered within a maximum period of 7 days to the teaching staff and clearly include the student's personal data as well as the date and time in which the student did not attend to a class.

Continuous assessment

The final grade for the subject is calculated based on the weighted average of three evaluation blocks:

- a) Midterm exam, 20%
- b) Activities (participation, class tests, seminar cases and/or group projects), 40%
- c) Final exam, 40%

These three blocks will only be weighted if the final exam grade is equal to or greater than 4.0.

When the final exam grade is less than 4.0, blocks a) and b) will not be weighted and the final exam grade becomes the final grade for the subject.

If the student does not take the final exam, the final grade for the course is "No show."

In the event that the course final grade is a fail, but the final exam grade is less than 5.0, the student can recover the final exam with an additional test. With the result obtained, the final grade for the subject will be calculated according to the previous criteria.

Single Evaluation

The single evaluation consists of a single exam that is equivalent to 100% of the course grade. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test. In case of obtaining a grade lower than 5.0, the student has the right to a make-up exam.

To benefit from the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course.

The regulations establish a mandatory attendance requirement of 75%.

Regular attendance at in-person teaching activities is a fundamental academic requirement for the proper acquisition of the course competencies and learning outcomes. Accordingly, students must attend at least 75% of all scheduled sessions.

Failure to meet this minimum attendance requirement will result in the loss of the right to sit the final examination for the course. Consequently, the student will receive a failing grade, with no possibility of accessing reassessment procedures or second-chance examinations, in accordance with the University's current academic regulations.

1. Absences are divided into two categories: **excused** and **unexcused**. Excused absences are those that can be supported by appropriate documentation. All other absences will be considered unexcused.
2. Supporting documentation for excused absences must be submitted to the teaching staff within a maximum of **7 days** and must clearly include the student's personal details, as well as the date and time period during which attendance in class was prevented.

8. Bibliography

- Business Result upper-intermediate 2nd Edition, Oxford University Press