

## COURSE SYLLABUS 2024-25

### BASIC INFORMATION ON THE COURSE

Course:	Professional languages: English for Economics and Business		
Course code:	70483123	Plan:	Master's Degree in English Studies: Professional Applications and Intercultural Communication
Academic Year:	2024-2025	Undergraduate/Graduate:	Official Master's Degree
Degree Year:	1	Type:	Compulsory
Duration:	Second semester		
Course Coordinator:	María Enriqueta Cortés de los Ríos		

### TIME DISTRIBUTION ACCORDING TO REGULATIONS

Credits:	3
Total time:	75

### USE OF LEARNING PLATFORM (Teaching support, Multimodal, or Virtual):

Blended learning

### TEACHERS

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## OTHER IMPORTANT INFORMATION

### Content Justification

English is the dominant business language. Students should know different aspects to analyse business texts from different perspectives and to be communicatively competent in this branch of ESP. As a consequence, the course addresses the knowledge of specific varieties of economic, commercial and financial English. It presents the most relevant lexical and syntactic characteristic of business English. It deals with the most common written and spoken genres. It introduces cognitive semantic theory to understand and analyse business texts. Finally, it tackles cultural aspects to carry out successful business negotiations.

### Courses Related in Study Plan

English language

### Required Knowledge to Address the Course

The student should have a proficient level of the language.

### Pre-Required Knowledge

B2 English language Level (Common European Framework of Reference for Languages, CEFR)

## COMPETENCES

### Basic and General Competences

#### *Basic competences*

- *Application of knowledge.*
- *Ability to make judgments.*
- *Learning ability.*

#### *General competences*

- *Ability to use ICTs.*
- *Ability to work independently*

#### *Key competences University of Almeria*

- *Knowledge of a second language*
- *Basic knowledge of the profession.*

- *Problem solving skills.*
- *Oral and written communication in their own language.*
- *Teamwork.*

### **Specific Competences**

CE 21. Practical approach to written texts. Ability to acquire and understand the theoretical foundations necessary for the English language.

CE 41. Command of basic industrial, legal, economic and commercial vocabulary in Anglo-Saxon countries.

CE 48. Ability to acquire and understand the theoretical foundations necessary for a practical approach to business texts.

CE49. Ability to acquire the necessary skills to produce oral and written texts in business contexts.

CE50. Ability to negotiate successfully.

### **OBJECTIVES/LEARNING OUTCOMES**

1. To know the specialized terminology.
2. To know the lexical-semantic and syntactic features characteristic of business English.
3. To describe the most common written and spoken genres in the business field.
4. To apply cognitive semantics theory to business texts.
5. To be aware of intercultural differences to interact and negotiate successfully.

### **PLANNING**

#### **Contents**

Unit 1. Business English: Economics, Finance and Commerce (face-to face).

Unit 2. Syntactic and Lexical Characteristics of Business English (face-to-face).

Unit 3. Written and spoken genres of business English (online).

Unit 4. Application of cognitive semantics theory to business texts (face-to-face and online).

Unit 5. Intercultural communication in the business field (online).

#### **Learning System and Methodology / Contingency Plan**

Blended learning: 50% online + 50% face-to face

- Master classes + participation (face-to-face format)
- Debate and discussion (face-to-face format)
- Working group presentations (face-to-face format)
- Audiovisual projections (face-to-face and online format)
- Tasks and activities (face-to-face and online format)
- Teamwork (online format)

#### **Teaching Innovation Activities**

#### **Functional Diversity / Functional Disability**

Those students with disabilities or special educational needs can get in contact with the Delegation of the Rector for the Functional Diversity (<http://www.ual.es/discapacidad>) to receive the appropriate guidance and advice in order to facilitate their instructional, learning and training processes. Likewise, these students may request the implementation of the necessary and suitable adaptations of content, methodology and evaluation that guarantee equal opportunities in their academic development. The processing of any personal data or aggregated information regarding these aforementioned students, in fully compliance with the GDPR, is strictly confidential. Faculties and academic staff lecturing the course referenced by this guide/document will be in charge of applying the recommended adaptations approved by the Delegation of the Rector for the Functional Diversity. This fact will be, therefore, notified to the School or Faculty as well as to the coordinator of the academic course.

## **COMPETENCY ASSESSMENT**

### **Criteria and Assessment Tools / Contingency Plan**

The ORDINARY assessment of this course will be formative and will be carried out in the following way:

1. Submission of a project in pairs or individually and oral presentation (face-to-face) (60%).

Competencies to be developed:

Application of knowledge.

Ability to make judgments.

Learning ability.

Ability to work independently.

Teamwork.

CE 48. Ability to acquire and understand the theoretical foundations necessary for a practical approach to business texts.

CE49. Ability to acquire the necessary skills to produce oral and written texts in business contexts.

2. Completion of activities and delivery of tasks through the Virtual Classroom (Blackboard) (40%).

Competencies to be developed:

Learning ability.

Ability to make judgments

Application of knowledge.

CE 21. Practical approach to written texts. Ability to acquire and understand the theoretical foundations necessary for the English language.

CE 41. Command of basic industrial, legal, economic and commercial vocabulary in Anglo-Saxon countries.

In order to pass the course, students must obtain a mark of at least 50% for the project and activities.

**SINGLE FINAL ASSESSMENT** (only for those students who meet the requirements set out in the UAL regulation): Written exam (100%)

Competencies to be developed:

Application of knowledge

Oral and written communication.

CE 21. Practical approach to written texts. Ability to acquire and understand the theoretical foundations necessary for the English language.

CE 41. Command of basic industrial, legal, economic and commercial vocabulary in Anglo-Saxon countries.

CE 48. Ability to acquire and understand the theoretical foundations necessary for a practical approach to business texts.

#### **EXTRAORDINARY CALL**

Written exam (100%)

Competencies to be developed:

Application of knowledge.

Oral and written communication.

CE 21. Practical approach to written texts. Ability to acquire and understand the theoretical foundations necessary for the English language.

CE 41. Command of basic industrial, legal, economic and commercial vocabulary in Anglo-Saxon countries.

CE 48. Ability to acquire and understand the theoretical foundations necessary for a practical approach to business texts.

#### **CONTINGENCY PLAN**

The information available in the evaluation section will remain active and useful. If health authorities advise and/or determine non-classroom training over assessment tests as to ordinary/extraordinary calls, the above mentioned tests will be held through the online platform.

**PLAGIARISM, COPIES AND OTHERS:** As established by the University of Almeria in the Regulations for the Evaluation of Learning chapter 1, section 4.4.): "In the process of carrying out work, these may not be the object of plagiarism or copying of that another student. Non-compliance may annul the validity of the work.

## Follow-Up Mechanisms

- Registration and access to the virtual classroom.
- Participation through communication tools (discussion forums, mailings).
- Submission of activities, tasks and assignments.

## COURSE MATERIALS

### Recommended Course Materials

#### Basic

- Suau Jiménez, F. *La traducción especializada en inglés y español en géneros de economía y empresa*. Arco. 2010.
- Alcaraz, E. *El Inglés Profesional y Académico*. Alianza editorial. 2000.
- Herrera, H. & White, M. *Metaphor and mills (electronic resource) figurative language in business and economics*. Mouton de Gruyter. 2012.
- Hofstede, G. J; Pedersen, P.B. & Hofstede; G. *Exploring Culture: Exercises, Stories and Synthetic Cultures*. Intercultural Press. 2002.
- Lakoff, G. & Johnson, M. *Metaphors We Live by*. Chicago University Press. 1980.

#### Complementary

- Mussolf, A., MacArthur, F & Pagani, G. *Metaphor and Intercultural Communication*. Bloomsbury. 2015.
- Alcaraz Varó, E. y J. Mateo y F. Yus. *Las Lenguas Profesionales y Académicas*. Ariel. 2007.
- Guillén Nieto, V. y J. Williams. *Writing Strategies for Business Communication*. Agua Clara.

#### Other materials

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### Couse Materials Available in UAL's library

## WEBSITES

- <https://www.economist.com>
- <https://www.ft.com>