

**COURSE DATA****DATA SUBJECT****Code:** 35876**Name:** Business english III**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Facultat d'Economia	1	First quarter
1314 - Degree in International Business	Facultat d'Economia	2	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1314 - Degree in International Business	Modern language I (business English)	BASIC
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COORDINATION

IVORRA PEREZ FRANCISCO MIGUEL

SEVILLA PAVON ANA

SUMMARY

With regard to the degree's curricular design, 'Business English III' is a core 'Modern Language' subject undertaken by all International Business students. The formative importance of this course within the curriculum is due to the fact that two of the cornerstones of the students' training are languages, namely English, and the international orientation of the content.

The issues relating to international business covered in the course are linked with contents from other courses as well as with the obligation for students to study part of their degree in a foreign university, in addition to doing mandatory internships in companies and institutions operating internationally.

The subject 'Business English III' caters to the needs of companies and entities from professional environments in an international context. Students need to acquire skills to be able to manage the international development of a company and work in international institutions. In this context, being fluent in different languages, especially English, is essential.

Academic English, applied to the field of economics in an international environment, enables the development of academic study skills in English. The course develops effective listening and oral expression from the economic discourse in English within an academic environment (classes, tutorials, etc.). Moreover, reading comprehension and effective writing skills in English in an academic context are



encouraged. Furthermore, academic oral presentations in English in an international environment are promoted.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

To successfully address this subject, students registered in "Business English III" should have an upper-intermediate or advanced level (B2+/C1 of the Common European Framework of Reference for Languages) of English.

COMPETENCES / LEARNING OUTCOMES

1314 - Degree in International Business

Acquire fluency in oral and written communication in English and in a second foreign language (French, German) in the field of business.

Be able to work in multidisciplinary and intercultural teams.

Comunicarse oralmente en inglés en contextos académicos relacionados con el ámbito de la empresa y la economía en un entorno internacional.

Comunicarse por escrito en inglés en contextos académicos relacionados con el ámbito de la empresa y la economía en un entorno internacional.

Conocer y usar léxico académico especializado a nivel avanzado.

Develop intercultural sensitivity and the ability to adapt to other geopolitical contexts.

Familiarizarse con las diversas culturas académicas de los países anglófonos y con sus variedades lingüísticas.

Learn to detect inequalities between people in order to design, implement and evaluate relevant policies that can eliminate such discrimination in companies and institutions.

Manejar técnicas de la comunicación oral en inglés académico.

Reconocer y usar el discurso apropiado a una gran variedad de situaciones comunicativas específicas dentro del contexto académico en un entorno internacional.

1338 -

Actuar con autonomía en el aprendizaje, tomando decisiones fundamentadas en diferentes contextos,



emitiendo juicios en base a la experimentación y el análisis y transfiriendo el conocimiento a nuevas situaciones.

Aplicar técnicas avanzadas de negociación en contextos multiculturales y desarrollar planes de comunicación para el desarrollo de relaciones internacionales.

Aprender de manera autónoma y continua, tomando decisiones informadas en contextos diversos, analizando críticamente la información obtenida mediante la práctica y el estudio, y aplicando los conocimientos a situaciones nuevas dentro del ámbito de los negocios internacionales.

Colaborar eficazmente en equipos de trabajo, asumiendo responsabilidades y funciones de liderazgo y contribuyendo a la mejora y desarrollo colectivo.

Comprender los aspectos fundamentales de la diversidad cultural y su impacto en los negocios internacionales, incluyendo las diferencias en los modelos de organización, gestión y negociación

Comunicarse eficazmente en inglés y una segunda lengua extranjera en contextos profesionales internacionales, tanto de forma oral como escrita, adaptándose a las características de cada situación y de la audiencia.

Conocer y comprender, desde el propio ámbito de la titulación, las desigualdades por razón de sexo y género en la sociedad; integrar las diferentes necesidades y preferencias por razón de sexo y de género en el diseño de soluciones y resolución de problemas.

Contribuir en el diseño, desarrollo y ejecución de soluciones que den respuesta a demandas sociales, teniendo en cuenta como referente los Objetivos de Desarrollo Sostenible.

Demostrar razonamiento crítico y autocrítico aplicando principios éticos y morales, y de responsabilidad social en la gestión económico empresarial internacional.

Demostrar razonamiento crítico y autocrítico en el ámbito de la titulación, considerando aspectos tales como la ética profesional, los valores morales y las implicaciones sociales de las diferentes actividades realizadas.

Diseñar, desarrollar e implementar estrategias y/o proyectos de internacionalización empresarial adaptadas a diferentes contextos económicos (entorno económico global), geográficos, sociales y culturales, teniendo en cuenta los Objetivos de Desarrollo Sostenible

Elaborar informes técnicos y presentaciones profesionales adaptados a diferentes contextos culturales y empresariales que puedan contribuir a la toma de decisiones de agentes públicos y privados.

Evaluar e identificar oportunidades de negocio y riesgos en mercados internacionales, elaborar planes de viabilidad, así como desarrollar y ejecutar planes financieros y de marketing, comercialización, producción y logística en empresas internacionales (domésticas y/o multinacionales)

Examinar con una perspectiva global el mundo y sus retos, desde el compromiso, ética empresarial, la promoción y el respeto a los derechos humanos y los derechos fundamentales (los valores democráticos, la tolerancia, la justicia social), así como el respeto al medio ambiente, para actuar individual y colectivamente en favor del bienestar global y del desarrollo sostenible afrontando los retos que plantea el cambio climático.

Incorporar la perspectiva de género en el análisis y diseño de resolución de problemas mediante la



identificación las desigualdades y sesgos por razón de sexo y género, para lograr la igualdad de trato y no discriminación por razón de nacimiento, origen, religión, convicción u opinión, edad, discapacidad, orientación sexual, identidad o expresión de género, características sexuales, enfermedad, situación socioeconómica o cualquier otra condición o circunstancia personal o social

Integrar la diversidad social y cultural y gestionar equipos multiculturales y coordinar operaciones y proyectos en entornos internacionales diversos y cambiantes, asumiendo responsabilidades y funciones de liderazgo y contribuyendo a la mejora y desarrollo colectivo

Negociar y mediar eficazmente en contextos internacionales y situaciones de conflicto.

Plantear el "estado de la cuestión" en el ámbito de los negocios internacionales y desarrollar pensamiento crítico y disponer de capacidad de análisis en entornos empresariales complejos y multiculturales.

Proponer soluciones creativas e innovadoras a situaciones o problemas complejos, propios del ámbito de conocimiento, para dar respuesta a las diversas necesidades profesionales y sociales.

Resolver problemas complejos en contextos multiculturales y entornos empresariales cambiantes.

Saber comunicarse de manera efectiva, tanto de forma oral como escrita, adaptándose a las características de la situación y de la audiencia.

Utilizar herramientas tecnológicas avanzadas y sistemas de información para la gestión empresarial internacional, especialmente en los departamentos de finanzas y contabilidad, ventas, operaciones o producción.

DESCRIPTION OF CONTENTS

1. Module 1: Working life

Vocabulary: Describing working life. CVs and personal summaries.

Grammar: Gerund and infinitive. Indirect questions.

Reading: Working for yourself. Mistakes to avoid.

Listening: The future of human resources. An environmental accident.

Speaking: A job interview.

2. Module 2: Growing the company

Vocabulary: Parts of a company. Growth strategy.

Grammar: Past tenses. Reading: Why is growth a necessity in business? Mergers and acquisitions. Organisational culture.

Listening: The LinkedIn. takeover.

Writing: Writing about the past. A press release.

Speaking: An employee survey. Falling shares. Presenting facts.



3. Module 3: Communication at work

Vocabulary: Business communication.
Grammar: Verb patterns. Reading: Better communication?
Listening: Dealing with problems.
Writing: Formal and informal emails.
Speaking: Communication media. Handling calls sensitively.

4. Module 4: The art of selling

Vocabulary: Selling. Describing performance.
Grammar: Tenses and time phrases. Transitive and intransitive verbs.
Reading: What advertising looks like in the digital age.
Listening: Sales techniques. A sales forecast.
Writing: A sales report.
Speaking: In the field. Presenting figures.

5. Module 5: Money and finance

Vocabulary: Money expressions. Company finance. Business costs.
Grammar: Expressions of comparison.
Reading: A financial summary.
Listening: A culture of debt. Discussing costs.
Speaking: A bank loan. Choosing an investment

6. Module 6: Purchasing power

Vocabulary: Online trading. Telephone expressions.
Grammar: Reduced relative clauses. Ordering events: tense practice.
Reading: The reverse supply chain.
Listening: A contract to supply.
Writing: A letter of complaint.
Speaking: Managing suppliers. Problems with orders.

7. Module 7: Managing people

Vocabulary: Managerial qualities. Linking phrases. Idioms for management problems. Grammar: Expressing purpose. Word order when using adverbs.
Reading: Management consultants.
Listening: Strengths and weaknesses.
Writing: A business report. A report on employee training.



8. Module 8: Being responsible

Vocabulary: Environmental problems. Business meetings.
Grammar: Use of prepositions with statistics. Gerund and infinitive.
Modal verbs.
Reading: Trading pollution quotas.
Listening: Corporate social responsibility.
Writing: Describing a graph.
Speaking: Discussing business ethics.

9. Module 9: Innovation

Vocabulary: Describing products.
Grammar: Collocations: verb + preposition. Using would effectively.
Reading: Don't waste your money on innovation. Debating the deal.
Listening: A product presentation. Idioms.
Writing: An email/letter in response to a request.
Speaking: Market research. Business angels: a negotiation.

10. Module 10: Travel and entertainment

Vocabulary: Business travel. Go and get.
Grammar: Future forms.
Reading: Events management. Planning a corporate event. Two proposals.
Listening: A team-building day. Taking notes.
Writing: A proposal for a corporate event. Speaking: Making a pitch.

11. Module 11: The Economy

Vocabulary: Economic issues.
Grammar: Conditionals (types 1 and 2)
Reading: The new philanthropists. Nicaragua? Yes, please!
Listening: Relocation experiences.
Writing: Written business communication. A delicate email/letter.
Speaking: Socio-economic problems.

12. Module 12: Crossing cultures

Vocabulary: Globalisation. Conversation starters.
Grammar: Speculation.
Reading: Cross-cultural communication. Understanding cultural differences. China rules.
Listening: Understanding business culture. Small talk: short responses.
Writing: A market profile report.



Speaking: Social situations.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Laboratory	30,00
Classroom practices	15,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	35,00
Independent study and work	30,00
Preparation of lessons	10,00
Preparation for assessment activities	5,00
Resolution of case studies	10,00
Total hours	90,00

TEACHING METHODOLOGY

The methodology applied will mainly be communicative and participative seeking to promote the students' operative and expressive effectiveness throughout the different specific professional tasks presented during the course. If necessary, and depending on the students' pragmatic level of business English, other complementary instructional activities might be inter-changed to repair existing grammatical or linguistic deficiencies in order to help the group improve their formal competence together with their overall communicative performance.

Each unit is divided into three parts or sessions. First, in a lecture, the unit topic, contents and main concepts will be introduced. Secondly, in a more participatory session, the unit contents will be applied through a series of activities designed to make students develop the communicative skills in English implied or related to the topic of the unit. Finally, in a group-working session students will practice, both individually and in teams, diverse communicative tasks characteristic of current international business environments (e.g. writing professional documents, searching for data, dealing with case studies and participating in interactive contexts such as debates, negotiations and meetings). In addition to this, students will have to dedicate several hours of independent work to each unit (e.g. elaborating assignments, reports, homework, projects, tasks and exams).

The planning of this subject includes several tutorial sessions arranged with the lecturer to revise and complement the contents, together with the achievement of a set of additional tasks and the practice of some of the most complex skills adapted to the specific needs of the student or of his/her work group.



EVALUATION

The subject "Business English III" offers two learning modalities, among which students will have to choose. The assessment criteria for each modality will be based on the following aspects:

Option A: Continuous assessment modality. Participation and involvement in the teaching-learning process, problem solving, elaboration of written tasks and oral presentations, completion of evaluation tests. Passing this assessment modality (i.e., having passed all the tests corresponding to this evaluation and having done all the relevant work, oral presentations and activities) means that the final written test and the final oral test are not compulsory, since there will be partial written and oral tests during the course.

Option B: Final assessment modality. A final written test on the official exam date, which will consist of theoretical and practical questions, as well as a final oral test. These tests will only be compulsory in those cases in which the student chooses the final assessment modality (option B) or has not passed the continuous assessment modality (option A). Passing both the oral and the written test is an indispensable condition to pass the course.

In the subject "Business English III", according to the different assessment modalities, the evaluation can be broken down as follows:

Option A: Continuous assessment modality:

- 50% of the overall grade corresponds to the performance of written tests.
- 20% of the overall grade corresponds to the performance of oral tests.
- 20% of the overall grade corresponds to the evaluation of tasks and projects, both individually and in groups.
- 10% of the overall grade corresponds to attendance and participation in all classes: theory, practice and laboratory.

In order to pass the course, it is necessary to obtain a minimum of 50%, in both oral and written tests.

Option B: Final assessment modality. The student will take a final written test (50%) and a final oral test (20%) on the official exam date. The maximum score that can be obtained by adding the two tests is 70% or 7/10 (in this case the student gives up the 20% corresponding to the grade of the continuous assessment tasks and the 10% corresponding to attendance and participation). To pass the final assessment modality, it is necessary to obtain a minimum of 3.8/5 in the written test and 1.2/2 in the oral test ($3.8+1.2= 5$).

*Plagiarism will not be tolerated; it is a serious academic offence. Any student who is found to have committed plagiarism in his/her work for the course will face serious consequences, which will lead to failing the whole subject.

https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf

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