

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Legal and Business Science		
Course:	ADVANCED LANGUAGE		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	7640
Teaching period:	Seventh semester		
Area:	Business		
Module:	Business Management Tools and Human Development		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

Teaching staff	E-mail
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SUBJECT DESCRIPTION

Equip learners with the knowledge, skills and techniques which will enable them to use the English language as a tool in the workplace within the area of Business Management and Administration. Educate and prepare the student to improve effective communication in English.

The Advanced Language subject is embodied within the Area of Business with the Module: Business Management Tools and Human Development.

This subject is a basic education subject and carries 6 ECTS credits. It is taught in the Seventh Semester, in the

Fourth Year of studies, implying 150 hours of dedication on the learner's part.

GOAL

To develop and improve the learner's overall communicative skills in English through active listening and speaking, and in particular, to increase the learner's understanding and use of vocabulary and language structure as well as reading and writing skills within this particular field of study.

PRIOR KNOWLEDGE

This course recommends a minimum B1/B2 level of English. (See: the Common European Framework of Reference for Languages)

COURSE SYLLABUS

1. Written Communication
2. English Applied to Area of Specialization II: Marketing
3. Employment
4. Job Interviews
5. Language Work

1. Written Communication
Provide the learner with the necessary tools to prepare formal documents related to the area of business.

2. English Applied to Area of Specialization II: Marketing

3. Employment
Provide the learner with the necessary tools to seek employment in an international environment.

4. Job Interviews
Prepare the learner for job interviewing in English: appropriate language; effective techniques, etc.

5. Language Work
Improve and build up comprehension and knowledge of English grammar and course-related vocabulary.

EDUCATION ACTIVITIES

In second-language teaching-learning methodology, the how is as important as the what or even the final result. The methodology applied in this course is therefore communicative, eclectic and collaborative. 'Communicative' implies active participation and involvement. 'Eclectic' takes into account different teaching-learning styles, allowing the student to develop and activate his/her own learning. 'Collaborative' provides the learner with the opportunity, both individually and in collaboration with others, to acquire more autonomy as well as a greater sense of responsibility for self and others. The teacher is a guide in this learning process. This communicative, eclectic, collaborative methodology implies,

IN CLASS:

- Interactive class lectures
- Student presentations and student-led discussions
- Group and pair activities: role-plays, simulations, interviews, research, project work, online forums, etc.
- Feedback mechanisms
- Midterm and final written and/or oral exams

OUTSIDE OF CLASS:

- Independent study and preparation of class/group/pair work
- Online task completion and participation
- Individual and group tutorials
- Self-assessment

TUTORIALS:

Tutorial hours will be announced on the first day of class.
As well, tutorials may be requested by sending an e-mail to the teacher.

The focus of this subject is on content, knowledge and skills relevant to the chosen degree area.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Interactive Theoretical/Practical Classes 30h Pair/Group Presentations and Discussions 15h Feedback Sessions 5h Written/ Oral Assessment 5h Individual/Group tutorials 5h	Pair/ Group work 30h Individual Research/Study 40h Assignment completion /UFV Virtu@I Participation 20h

SKILLS**Basic Skills**

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

An ability to learn independently.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

To develop oral and written communication skills in one's mother tongue and in a foreign language to be able to build professional relationships with companies in any country.

Specific skills

To use the English language to further one's professional development in a global context.

To develop effective oral and written communication skills.

To read, analyse and easily interpret graphs, tables and texts to make suitable forecasts on demand and sales.

LEARNING RESULTS

Select, analyze and document information from various sources to create suitable material for subsequent presentation and/or discussion.

Create and lead a meaningful discussion on current issues and/or marketing related issues.

Apply effective communication skills and techniques to oral presentations and interviews.

Select, analyze and present information from graphs, tables and texts.

Write short essays expressing thought and opinion on given course related topics in an accurate, coherent and organized way.

Write an effective Cover Letter / CV applying adequate conventions of style.

LEARNING APPRAISAL SYSTEM

PRIMARY CONTINUOUS EVALUATION SYSTEM:

ORDINARY EXAM PERIOD: Jan. (1st SEM.) - May (2nd SEM.)

BLOCK 1: WRITTEN AND ORAL ASSESSMENT- 60%

20% - Oral: Individual/group presentations, debates, discussions, simulations, interviews, etc., done throughout the course. Minimum 2 evaluated tasks. To calculate an average with the written, the student must obtain an overall PASS on the oral.

40% - Written.

10% - Mid-term Exam. If a student does not sit the mid-term exam and does not present a formal excuse authorized by the Director of the Degree, he/she loses this 10%.

30% - Final Exam. To calculate an average with the mid-term exam and the oral, the student must obtain an overall PASS on this final written exam. Note: Students must obtain an overall PASS (5/10) in BLOCK 1, to calculate an overall grade average with BLOCKS 2 and 3.

BLOCK 2: INDEPENDENT STUDY-WORK ASSESSMENT - 30%

- Task completion and evaluation of minimum 3 pieces of work, assigned by the teacher
- Completion of regular homework assignments. -Online task completion and participation (forums, blogs, etc.)

- Attendance to tutorials when called upon.

Note: All tasks and assignments must be handed in in due time and in proper form.

Note: To calculate an overall grade average with BLOCKS 1 and 3, it is required that the student obtain an overall PASS (5/10) in BLOCK 2.

BLOCK 3: ATTENDANCE AND PARTICIPATION – 10%

Regular attendance and active participation. Note: Students who do not attend class on a regular basis and do not have a formal “dispensa” authorized by the Degree automatically lose this 10%.

EXTRAORDINARY EXAM PERIOD: June-July (1st SEM.) – June-July (2nd SEM.)

Within one academic period, all passed marks of different blocks will be transferred from the ordinary to the extraordinary exam period. Only those blocks failed in the ordinary period are to be repeated.

BLOCK 1: WRITTEN AND ORAL ASSESSMENT- 60%

20% - Oral. If you failed the oral section, you will be required to carry out the following:

- One prepared task based on the course topics.
- An open question / interview section related to the course content, but announced at the time of the oral assessment.

40% - Written. If you failed the written section, you will be required to sit one written exam based on the contents covered throughout the course. Note: To calculate an average, students must obtain an overall PASS (5 mark) on both the oral and written parts individually.

BLOCK 2: INDEPENDENT STUDY-WORK ASSESSMENT - 30%

If you have failed block 2, you need to repeat and submit all the items specified in the ordinary exam period in due time and in proper form. You need to hand it in by the official final exam date in the extraordinary period. Note: To calculate an overall grade average with BLOCKS 1 and 3, it is required that the student obtain an overall PASS (5/10) in BLOCK 2.

BLOCK 3: ATTENDANCE AND PARTICIPATION – 10%

The mark for this block will be transferred from the ordinary period to the extraordinary period.

NOTES:

1. Coursework deadlines are established at the beginning of the course. No work will be accepted after the due date.
2. Plagiarism is penalized with a FAIL grade, taking the student directly to the extraordinary exam period.
3. Students with a 'dispensa' are responsible for contacting their subject teacher within the first 5 class days of the semester and for complying with the course requirements.
4. Honorable Mention: An honorable mention is recognition of excellence. It is awarded exclusively to students who stand out from their peers academically, as well as in attitude, dedication and teamwork. This decision lies exclusively with the subject teacher.

ALTERNATIVE CONTINUOUS EVALUATION SYSTEM:

This system only applies for those students who are: repeating the course; have an official 'dispensa' signed by the dean of the corresponding faculty; on an international exchange program. It is the student's responsibility to be informed regarding course requirements, deadlines and exam dates, as well as to contact his/her teacher.

ORDINARY EXAM PERIOD: Jan. (1st SEM.) - May (2nd SEM.)

EXTRAORDINARY EXAM PERIOD: June-July (1st SEM.) – June-July (2nd SEM.)

BLOCK 1: WRITTEN AND ORAL ASSESSMENT- 60%

20% - Oral. Two pieces are evaluated:

- One prepared piece of work based on the course topics.
- An open question / interview section related to the course content, but announced at the time of the oral assessment.

40% - Written. One written exam based on the contents covered throughout the course.

Note: To calculate an average between the oral and the written, students must obtain an overall PASS (5 mark) on each part individually.

BLOCK 2: INDEPENDENT STUDY-WORK ASSESSMENT - 40%

- Task completion and evaluation of minimum 3 pieces of work, assigned by the teacher.
- Completion of regular homework assignments which will be handed in through the "aula virtual" or mail.
- Online task completion and participation (forums, blogs, etc.).
- Attendance to tutorials when called upon.

Note: All tasks and assignments must be handed in in due time and in proper form.

Note: To calculate an average grade with BLOCK 1, it is required that the student obtain an overall PASS (5/10) in BLOCK 2.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Coursepack: ADVANCED LANGUAGE - 4th Year - Marketing

Additional

VVAA (2000). Harrap's Advanced Dictionary English-Spanish/Español-Inglés. Barcelona: Biblograf, S.A.

Murphy, R. (2004). English Grammar in Use. Cambridge: Cambridge University Press.

Redman, S. (1997). English Vocabulary in Use. Cambridge: Cambridge University Press.

Mann, M. and Taylore-Knowles. (2006) Destination B2 - Grammar & Vocabulary. Oxford : Macmillan Publishers.