

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	MODERN LANGUAGE		
Type:	Compulsory	ECTS credits:	6
Year:	2	Code:	7627
Teaching period:	Fourth semester		
Area:	Company		
Module:	Business management and human development tools		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Modern Language is a compulsory course, which carries 6 ECTS credits, implying 150 hours of dedication on the learner's part. It is taught in the Fourth Semester of the Second Year of Marketing Degree studies. This course is embodied within the Area of Modern Language and within the module: Business Management Tools and Human Development. Modern Language forms part of a well rounded, integral education focused on the learner in all of his or her harmoniously integrated dimensions (intelligence, will, emotional nature, sociability, abilities, skills...).

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

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.

An ability to learn independently.

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.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours