

INGLES COMERCIAL

Curso: 3	Tipo: Optativa	Período de docencia: C2
Créditos: 4,5		
Estudios: DIPLOMATURA EN CIENCIAS EMPRESARIALES		
Especialidad: Comercio Internacional		

OBJETIVOS

The student should have sufficient command of the language to be able to prepare meetings and presentations, establish and negotiate contracts as well as talking on the phone and making appointments etc...

CONTENIDOS

1.- BUSINESS GOALS :

- Greeting visitors
- Companies
- Occupations
- Comparing services
- Office systems (fax, phone messages, e-mails)
- Making appointments
- Meetings
- Negotiating
- Money
- Networking
- Trends
- Presenting Information
- International Etiquette

2.- MANAGEMENT :

- Management skills
- The Board of Directors
- Organization Chart
- Business Objectives and Values
- Competitive Strategy and Advantage
- Growth and Takeovers
- Production and Operations Management
- Safety
- The Manufacturing Cycle
- Quality

3.- MARKETING

- Marketing and Sales
- Marketing Strategies
- Market Research
- Market Testing
- Market Forecasting
- Products
- Marketing Structures

ORIENTACIÓN METODOLÓGICA

- ✓ Speaking activities
- ✓ Listening activities
- ✓ Grammar exercises
- ✓ Vocabulary exercises
- ✓ Word Building
- ✓ Group work
- ✓ Presentations

EVALUACIÓN

Written exam : questions on subjects studied . Exercises based on cases studied in class.

- Listening exam
- Speaking exam
- Presentation in class
- Students everyday work and participation
- Essays

BIBLIOGRAFÍA BÁSICA

Knight, Gareth; O'Neil, Mark; Hayden, Bernie. *Business Goals 2* ., Cambridge.

Mackenzie, Ian. *Management and Marketing*. Thomson Heine.

Brandon, Toropov. *International Business Etiquette*. Universe.com

Daniels John. *International Business*. Pearson Higher Education

Capela, John. *Dictionary of International Business Terms*.. J. Barron's Educational Series.