# INGLÉS EMPRESARIAL - BUSINESS ENGLISH

<table>
<thead>
<tr>
<th>Curso: 4</th>
<th>Tipo: Obligatoria</th>
<th>Período de docencia: 2C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Créditos: 4,5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Estudios:** LICENCIATURA EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS  
**Especialidad:** Común

## OBJETIVOS

To develop the communication skills you need to succeed in business, and enlarge your knowledge of the business world

## CONTENIDO

1. **The course will provide contents related to:**
   - Business Communication and Cultural Issues
   - Business Strategy
   - Selection, Training and Development
   - Production and Marketing
   - International Management
   - Banking and finance
   - Business Law

2. **Language Review:**
   
   This section will focus on common problem areas at upper-intermediate level, concentrating on key grammar issues, and also provide with vocabulary (new words and phases) which can be used when carrying out tasks in the business area.

3. **Skills**
   
   Authentic articles, interviews, and case studies will be used to develop proficiency in the four language skills: listening, reading, writing and speaking.
**ORIENTACIÓN METODOLÓGICA**

The course is designed with active learning methodologies where the students will have to look for information on their own, participate in discussions and case studies, take part in meetings, negotiations, etc., and learn new vocabulary and grammar to develop their own business communication skills.

**EVALUACIÓN**

The final mark of the course will depend on various activities carried out along the semester:

- Case study discussions
- Communication activities: presentations, negotiations, meetings, etc.
- Written reports and papers
- Final exam

**BIBLIOGRAFÍA**

Smith, T., *Market Leader (Business Law)*, Longman
Johnson, C., *Market Leader (Banking And Finance)*, Longman
Pilbeam, A., *Market Leader (International Management)*, Longman
Strutt, P., *Market Leader (Business Grammar And Usage)*, Longman