

BUSINESS COMMUNICATION SKILLS I

GENERAL OVERVIEW OF THE SUBJECT		
STUDIES Degree in Business Management & Administration		
SUBJECT: Business Communication Skills I		
TYPE	Basic Training	X
	Compulsory :	X
	Elective:	
CREDITS: 6 ECTS		
YEAR : 1	SEMESTER: 1	
MODULE: CIUDADANO GLOCAL – GLOCAL CITIZEN		
LANGUAGE: English		
MAIN INFORMATION OF THE SUBJECT		
1. COMPETENCE		
Acquire the necessary linguistic and technical skills in order to be able to work in a business multicultural and global environment. .		
2. REQUIREMENTS		
CEFR -B1		
3. TRANSVERSAL COMPETENCES		
Effective oral and written communication		
4. METHODOLOGY		
The methodology approach focuses on speaking and listening, so that students can quickly improve conversational skills. Reading and writing are also important, and these skills are taught through a practical and communicative approach. Classes feature dynamic classroom teaching, personal interaction, and a communicative approach to language learning. Such students oriented methodology is based on cooperative work, where the students are active agents of their own learning process.		
Project Based Learning	Problem Based Learning	X
Teamwork	Company Visits	X
Workshops	Expert Talks	X
		Case Study
		Role Plays
		Web 2.0 (Wikis, blogs, social networks,.....)

5. PROGRAMME

MODULE 1 – MAKING BUSINESS PRESENTATIONS

LEARNING OUTCOME – Make effective oral presentations in a business context

Structuring a presentation
Discussing qualities of a good presentation
The language of presentations
Delivering a presentation
Using visuals

MODULE 2– CULTURAL DIVERSITY AND SOCIALIZING

LEARNING OUTCOME – Socialize formally and informally with people from different cultures in a business environment.

Cross-cultural understanding
Welcoming visitors
Small talk: keeping the conversation going
Culture and entertainment
Eating Out

MODULE 3– TELEPHONING

LEARNING OUTCOME – Communicate effectively on the telephone within a business context.

Making and receiving telephone calls
Taking and leaving messages
Asking for and giving repetition
Cross-cultural communication on the telephone
Setting up and changing appointments
Ending a call
Problem-solving on the telephone
Complaints

6. BIBLIOGRAPHY

- Class-based materials will be provided by the teacher.
- An English-English dictionary of the student's choice.
- An English Business dictionary of the student's choice.
- BABER, E. *Fifty Ways to Improve Your Business English Using the Internet*, 2007
Summertown Publishing
- COOK Rolf and Pedretti Mara: *Success with BEC (Preliminary)*. Oxford, Summertown publishing, 2008.
- POWELL, Mark. *In Company 3.0 Student's Book*. MacMillan, 2014.
- SWEENEY, Simon: *English for Business Communication*. Cambridge, Cambridge University Press, 2003

7. ASSESSMENT

- Evaluation will be based on competences.
- Students will be evaluated at the end of each module and they will have to get a **5 out 10 in every activity** in order to pass the subject.
- Students will be evaluated by doing oral or writing activities depending on the nature of the competence to be assessed.
- Class work, participation, motivation,.. will also be taken into consideration to decide the final mark.

These are the activities that will be assessed in the BUSINESS COMMUNICATION SKILLS subject:

A1	Team Work - BCS
A2	Team work Presentation – Interdisciplinary activity – Organization & BCS
A3	Company Tour video recording
A4	Telephoning role-play
	Class work, attitude

The assessment of the above mentioned activities will be the following:

Business Communication Skills I					
Competence	C 6.Acquire and develop the necessary linguistic and technical skills in order to be able to work in a business multicultural and global environment.				
Learning Outcomes	LO 1- Make effective oral presentations in a business context	LO 2- Socialize formally and informally with people from different cultures in a business environment.	LO 3 - Communicate effectively on the telephone within a business context	Class work, attitude	
A1 - Team Work - BCS	15				15
A2 - Team work Presentation – Interdisciplinary activity – Organization & BCS	15				15
A3 - Company Tour video recording		30			30
A4 - Telephoning role-play			30		30
				10	10
TOTAL	30	30	30	10	100