# 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: | 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.

<table>
<thead>
<tr>
<th>Project Based Learning</th>
<th>Problem Based Learning</th>
<th>Case Study</th>
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<tbody>
<tr>
<td>Teamwork X</td>
<td>Company Visits</td>
<td>Role Plays X</td>
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<tr>
<td>Workshops X</td>
<td>Expert Talks</td>
<td>Web 2.0 (Wikis, blogs, social networks,.....)</td>
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</table>
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
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:

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<tbody>
<tr>
<td>A1</td>
<td>Team Work - BCS</td>
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<tr>
<td>A2</td>
<td>Team work Presentation – Interdisciplinary activity – Organization &amp; BCS</td>
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<tr>
<td>A3</td>
<td>Company Tour video recording</td>
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<tr>
<td>A4</td>
<td>Telephoning role-play</td>
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Class work, attitude

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

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<tr>
<td>Competence</td>
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<td>Learning Outcomes</td>
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