

BUSINESS ENGLISH

BASIC INFORMATION		
DEGREE: B.A. Entrepreneurial Leadership and Innovation (LEINN)		
NAME: Business English		
TYPE	Basic: X	Compulsory : Optional:
CREDITS: 8 ECTS		
YEAR : 1st		SEMESTER: year long subject
MODULE: Foundations of the creation and management of businesses		
LANGUAGE: English		
SPECIFIC INFORMATION		
1. OBJECTIVES		
The teampreneur has advanced knowledge of business English, is capable of maintaining advanced business conversations thanks to dialogue and team sessions as well as project presentations.		
2. SUBJECT REQUIREMENTS		
Previous knowledge of each student is assessed via a written and oral exam. According to their result, they are assigned to the correct level on the platform.		
3. COMPETENCES		
The teampreneur develops their knowledge of English through a “learning by doing” process in which they put in practice their knowledge of technical business English thanks to dialogue and team sessions as well as project presentations.		
Outcomes:		
<ul style="list-style-type: none"> • Be able to communicate effectively in English in a professional context. • Produce documents following the prescribed style in order to achieve specific purposes. • Improve learner autonomy, allowing the student to further their own study of English and Business. 		
3. METHODOLOGY		
Learner-centered methodology, the teacher becomes a guide or facilitator		
Project based Learning X	Problem based learning	Cases
Team Working X	Reading X	Simulations X
Workshops	External lectures and resources X	Learning Communities (Wikis, blogs, social networks...) X

4. CONTENT

Cultural Awareness and the Impact of English

- Cross-cultural understanding
- Receiving visitors, making introductions, and offering hospitality.
- Small talk
- Making suggestions, stating preferences, offering alternatives, and agreeing & disagreeing politely.
- Aspects of effective communication

Linguistic Resources

- Grammar bank
- Vocabulary bank

Learner Autonomy & Independent Interactions

- Events and conferences
- Building contact networks

Effective Presentations

- Aspects of a successful presentation
- Use of visual materials
- Body language and voice
- Organisation of ideas

6. BIBLIOGRAPHY

- Murphy, Raymond: English Grammar in Use, Intermediate with answers: Self-study, Reference and Practice for Students of English 4rd Ed. Cambridge, Cambridge University Press, 2012
- MacKenzie, Ian: English for Business Studies. Cambridge, Cambridge University Press, 2002
- Muscull, Bill: English Vocabulary in Use. Cambridge, Cambridge University Press, 2002
- Emmerson, Paul: Business Builder Intermediate Teacher's Resource Series Oxford, Macmillan Education, 1999
- Oxenden, Clive & Christina Latham-Köning: New English File Advanced Student's Book. Special Ed. Oxford, Oxford University Press, 2010
- Sweeney, Simon: English for Business Communication. Cambridge, Cambridge University Press, 2003
- Partanen, Johannes: Tiimiakatemia Book of Books: Literature Recommendations for Team Entrepreneurs, Team Leaders and Team Coaches. Finland, Johannes Partanen, 2014

7. EVALUACIÓN

During the course the teampreneurs has the following learning results:

- Digital e-learning programs allow you to study when you want and where you want, establishing a pace and routine that adapts to your needs
- A learning path with thousands of interactive activities, spanning a large variety of subject matter in a structured, linear format that is easy to use and follow.
- Virtual Access to Magazine (Weekly with activities and exercises)
- Access to the LearnLight Platform – each student is expected to work on their assigned level during the course.
- Each course includes the following types of activities: Grammar, Vocabulary, Listening, Speaking and Writing
- 10 one-to-one sessions (Skype or by Landline) with a dedicated Premium Coach who will guide a

student through a totally personalized program based on their individual learning goals

- Individual programming of sessions, according to a student's preferences with a fixed Coach
- After each Speaking session, a student will receive a personalized report in order to consolidate what they learned during the session

The Mark obtained in a final exam consists of two parts:

Listening – done by a student on the platform

Grammar– done by a student on the platform