

Course guides

220569 - 220569 - English for Management

Last modified: 22/04/2021

Unit in charge: Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit: 736 - PE - Department of Engineering Design.

Degree: MASTER'S DEGREE IN MANAGEMENT ENGINEERING (Syllabus 2012). (Optional subject).

Academic year: 2021 **ECTS Credits:** 3.0 **Languages:** English

LECTURER

Coordinating lecturer: Teresa MORERA ESCUDE

Others:

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Generical:

1. Ability to effectively communicate their findings, knowledge and concluding reasons to skilled and unskilled audiences, clearly and unambiguously.

TEACHING METHODOLOGY

This course integrates listening, talking, reading and some writing. Assignments are an important part of the course. They may include: tape-recording yourself; reading articles/case studies; writing formal letters, emails, etc. You will also have several group assignments that will require you to meet with classmates outside of class; their purpose is to help you practice some of the critical skills you need to successfully participate as a member of a team in the business world.

LEARNING OBJECTIVES OF THE SUBJECT

- Develop the interpersonal skills needed to conduct business in an English-speaking culture.
- Learn the language required for meetings, interviews, negotiation and other business interactions
- Gain awareness of the type of business communication. Students will analyze and adapt to the different levels of formality, tone and style according to a given situation.

STUDY LOAD

Type	Hours	Percentage
Hours large group	8,0	10.67
Hours medium group	3,0	4.00
Guided activities	16,0	21.33
Self study	48,0	64.00

Total learning time: 75 h

CONTENTS

Module I. Contextualizing business communication

Description:

- audiences, purposes, registers,
- spoken and written communication

You will practice a variety of skills and strategies aimed at improving your fluency and ability to choose the appropriate tone and formality level for the situation

Related activities:

Exercises

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h

Module III. Spoken communication in business and management

Description:

- Enquiring, complaining, apologizing over the telephone to solve problems.
- Meetings: the language of meetings
- Oral Presentations

Related activities:

Case Study reading: the case study will provide the background against which students will assume different roles in a fictional meeting. They will then have to write the Minutes and/or short emails

Full-or-part-time: 25h

Theory classes: 6h

Guided activities: 2h

Self study : 17h

Module II. Written communication in business and management

Description:

- Writing memos and formal letters

Related activities:

Reading a Case Study and from it, write up a formal letter of inquiry/ complaint and a memo.

Full-or-part-time: 15h

Theory classes: 6h

Self study : 9h

Module IV. Job-seeking activities

Description:

- CV and cover letter: CV checking and cover letter drafting
- Preparing for a job interview. (Listening and role-play speaking).

Related activities:

Analyse and choose different CV and cover letter formats. Writing the docs

Full-or-part-time: 25h

Theory classes: 7h

Self study : 18h



GRADING SYSTEM

Final Exam: 50 %

Active Participation in class (listening and speaking) and submission of intranet activities: 25 %

Intranet mandatory tasks (activities to-be-graded in every module): 25 % .