

Course guide

220669 - 220669 - English for Management

Last modified: 27/06/2023

Unit in charge: Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit: 756 - THATC - Department of History and Theory of Architecture and Communication Techniques.

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

Academic year: 2023 **ECTS Credits:** 3.0 **Languages:** English

LECTURER

Coordinating lecturer: Moncada Comas, Balbina

Others: Stephens, Ian Kenneth

PRIOR SKILLS

It is necessary to at least have a B.2.2. level (upper intermediate)

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

The teaching methodology is divided into three parts:

- Face-to-face sessions of exposition of the contents.
- On-site practical work sessions.

Autonomous study work and exercises and activities.

In the content exposition sessions, the teaching staff will introduce the theoretical bases of the subject, concepts, methods and results, illustrating them with convenient examples to facilitate their understanding. In the practical work sessions in the classroom, the teaching staff will guide the students in the application of theoretical concepts to solve various situations, basing critical reasoning at all times. Exercises will be proposed that the student body solves in the classroom and outside the classroom, in order to promote contact and use of the basic tools necessary for problem solving. The student body, autonomously, must work on the material provided by the teaching staff and the result of the work-problem sessions to assimilate and fix the concepts. The teaching staff will provide a study plan and follow-up of activities (ATENA).

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
Self study	48,0	64.00
Hours medium group	3,0	4.00
Guided activities	16,0	21.33

Total learning time: 75 h

CONTENTS

Module I. Contextualizing business communication

Description:

- Types of 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:

Activities aiming at improving fluency and accuracy as well as adopting the appropriate tone and style (register) depending on the communicative situation (audience and purpose)

Full-or-part-time: 12h

Theory classes: 2h

Guided activities: 4h

Self study : 6h

Module II. Written communication in business and management

Description:

- Writing formal letters and memos: writing to sell, to inquire, to complain and to apologise

Related activities:

Exercises. From a simulated situation (a case reading), write up a formal letter of inquiry/ complaint and a memo.

Full-or-part-time: 15h

Theory classes: 2h

Guided activities: 4h

Self study : 9h



Module III. Spoken communication in business and management

Description:

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

Related activities:

- Based on different simulated situations, students will then have to take part in different role plays and will have to participate in a business meetings, record the meeting and finally, write Minutes of the meeting the students has attended.
- Planning and Delivery of an Oral presentation: planning and structuring a good presentation on an engineering topic for informative or persuasive purposes. Deliver it.

Full-or-part-time: 22h

Theory classes: 2h

Guided activities: 4h

Self study : 16h

Module IV. Job-seeking activities

Description:

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

Related activities:

Exercises. Analyse different CV and cover letter formats and types and writing the documents

Full-or-part-time: 26h

Theory classes: 2h

Practical classes: 3h

Guided activities: 4h

Self study : 17h

GRADING SYSTEM

Final Exam: 40 %

Active Participation in class (listening and speaking) and submission of activities: 30 %

Intranet mandatory tasks (end of module activities to-be-graded): 30 %

BIBLIOGRAPHY

Complementary:

- Walker, C.; Harvey, P.; Phillips, T. English for business studies in higher education studies. Reading, UK: Garnet Education, 2009. ISBN 9781859649367.
- Corballis,T; Jennings, W.; Phillips, T. English for management studies in higher education studies. Reading, UK: Garnet Education, 2009. ISBN 9781859644409.
- Jones, L.; Alexander, R. New international business English: communication skills in English for business purposes. Cambridge, NY: Cambridge University Press, 2000.

RESOURCES

Other resources:

Intranet materials