Course guide
220669 - 220669 - English for Management

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: 2022
ECTS Credits: 3.0
Languages: English

LECTURER
Coordinating lecturer: Aguilar Perez, Marta
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
General:
1. Ability to effectively communicate their findings, knowledge and concluding reasons to skilled and unskilled audiences, clearly and unambiguously.

TEACHING METHODOLOGY
If necessary, the methodology described below will be adapted in order to be taught ONLINE, both synchronously and asynchronously, during the autumn semester of the academic year 20-21 due to COVID.
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

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Guided activities</td>
<td>16,0</td>
<td>21.33</td>
</tr>
<tr>
<td>Hours large group</td>
<td>8,0</td>
<td>10.67</td>
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<tr>
<td>Hours medium group</td>
<td>3,0</td>
<td>4.00</td>
</tr>
<tr>
<td>Self study</td>
<td>48,0</td>
<td>64.00</td>
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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:**
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**: 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:**
- 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**: 25h
- Theory classes: 6h
- Guided activities: 2h
- Self study : 17h

### Module II. Written communication in business and management

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

**Related activities:**
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: 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: 40%
Active Participation in face-to-face and/or online class (listening and speaking) and submission of intranet activities: 30%
Intranet mandatory tasks (end of module activities to-be-graded): 30%.

BIBLIOGRAPHY

Complementary:

RESOURCES

Other resources:
Intranet materials