220569 - English for Management

Coordinating unit: 205 - ESEIAAT - Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit: 736 - PE - Department of Engineering Design
Academic year: 2018
Degree: MASTER'S DEGREE IN MANAGEMENT ENGINEERING (Syllabus 2012). (Teaching unit Optional)
ECTS credits: 3

Teaching languages: English

Teaching staff
Coordinator: Teresa MORERA ESCUDE

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

<table>
<thead>
<tr>
<th>Total learning time: 75h</th>
<th>Hours large group: 8h</th>
<th>10.67%</th>
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<tbody>
<tr>
<td></td>
<td>Hours medium group: 3h</td>
<td>4.00%</td>
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<tr>
<td></td>
<td>Guided activities: 16h</td>
<td>21.33%</td>
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<td></td>
<td>Self study: 48h</td>
<td>64.00%</td>
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## Content

<table>
<thead>
<tr>
<th>Module</th>
<th>Learning time:</th>
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<tbody>
<tr>
<td>I. Contextualizing business communication</td>
<td>10h</td>
</tr>
<tr>
<td>II. Written communication in business and management</td>
<td>15h</td>
</tr>
<tr>
<td>III. Spoken communication in business and management</td>
<td>25h</td>
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</tbody>
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### 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

### 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

### 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.
**Module IV. Job-seeking activities**

**Learning time:** 25h  
Theory classes: 7h  
Self study: 18h  

**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

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**Qualification 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 %.

**Bibliography**