

Course Unit	Business English I		Field of study	Languages	
Bachelor in	International Business Management		School	School of Technology and Management	
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	3.0
Code	8487-711-1102-00-23				
Workload (hours)	81	Contact hours	T -	TP 26	PL -
			TC -	S -	E -
			OT 4	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Marisa de Jesus Neiva Afonso

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

- Express ideas verbally and in writing; Understand business management practices (vocabulary / sentence structure); Understanding information from different sources provided.
- Use the English language fluently and in a relevant way for the students' general, specific, academic and professional education.
- Use the English language as an instrument to deal with simple, clear and concise information. This use is of relevance for the students' general, specific, academic and professional education.
- Recognize and understand the English terminology of their area of specific training in situations of oral and written communication, as well as use it.

Prerequisites

Before the course unit the learner is expected to be able to:
Report a level of English Intermediate Level, with basic linguistic concepts.

Course contents

The UC is divided into four major topics: Business Strategy, Business and Culture, Selection and Recruitment, Training and Development. Each of these topics aims to the promotion and development of language skills (oral, written, communication and vocabulary).

Course contents (extended version)

- Business and businesses: commerce, enterprise, mutuals, non-profit organizations, limited liability
- Business across cultures: cultures and culture, cross-cultural communication
- Business philosophies
- Business skills
- Verb Tenses
- Sentence structures
- Articles
- Basic morphological and syntactic rules
- Idiomatic Expressions

Recommended reading

- Flinders, S. (2002). Professional English, Business – General. Longman, published and distributed by Pearson Education Limited.
- Mascull, B. (2002). Business Vocabulary in use. Cambridge University Press.
- Pilbeam, A. (2002). Market Leader. International Management. Business English. Pearson Education Ltd, Essex.
- Cordell, J. (2000). Cambridge Business English Activities. Cambridge University Press.
- Emmerson, Paul (2009). Business Vocabulary Builder: Intermediate to Upper-intermediate. Macmillan Education.

Teaching and learning methods

In class: Teaching and learning methods will be based on a theoretical and practical approach. Special focus will be given to the practice component in order to apply, develop and solve questions on a functional order. At home: solving oriented exercises; preparing and reading selected texts; doing research on topics related to the course contents.

Assessment methods

- Continuous Assessment - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 60% (Test with the following sections: Listening-10%, Reading & Use of English-40%, Writing-25%, Speaking-25%)
 - Intermediate Written Test - 40% (Minitest(s))
- Final Exam - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100% (Listening (10%), Reading and use of English (40%), Writing (25%), Speaking (25%))

Language of instruction

English

Electronic validation

Marisa de Jesus Neiva Afonso	Nuno Filipe Lopes Moutinho	José Carlos Rufino Amaro
14-10-2023	14-10-2023	31-10-2023