

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	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