

CURRICULAR UNIT FILE

School: Escola Superior de Gestão e Tecnologia de Santarém

Academic Year 2023 / 2024

Code	Scientific Area	ECTS	Compulsory /Elective	Semester	Academic Year
	CSH	4,5		1st /2nd	

Business English I

Distribution of Contact Hours by type of education

Total	theoretical	theoretical / practical	practical and Laboratory	Field Work	seminar	Tutorial
45h		45h				

Teacher in charge	Email
Isabel Messias	Isabel.messias@esg.ipsantarem.pt

Learning outcomes of the curricular unit:

The objectives of this course unit are:

- To prepare the students for the different skills of the English language – speaking, writing, listening and reading, thus improving their ability to write and speak in English. These skills will be applied both to traditional media, such as formal letters and proposals or to email, blogs, websites and social media.
- To develop the student's ability in what concerns the writing of business correspondence.
- To develop the student's ability to understand the English language structures and the vocabulary for communicating in the business environment.
- To promote fluency in speech, especially in what concerns business language.

Syllabus:

- The English language in the business world
 - ✓ Working across cultures
 - ✓ Doing business in foreign markets
 - ✓ International mergers
 - ✓ Living and working in a foreign country
 - ✓ Working in International teams
 - ✓ Training and development
- Formal and informal correspondence
- Business Presentation skills and debates
- Reading the book “Culture Map”, by Erin Meyer
- Contextual grammar:
 - ✓ Revision of grammar structures previously learned
 - ✓ Grammar structures in a business context

PART II – READING COMPREHENSION & ASSOCIATED SKILLS

- Texts of general and specific contents, in the scope of the course, to be read, analyzed and translated in class.

PART III – WRITING

1. Formal Style/ Informal style
2. Developing a written argument on a given topic

PART IV – SPEAKING AND COMMUNICATION SKILLS

The students will do oral exercises, including individual presentations and group debates to develop presentation and argumentation skills.

Demonstration of the syllabus coherence with the curricular unit's objectives

The contents of this Curricular Unit aim at providing the students with the skills to deal appropriately with day-to-day and academic situations in which the use of the English language is required. To achieve these results, students will do reading and listening exercises with relevant texts to facilitate the acquisition of words and expressions necessary for everyday situations in an international business context. They will also produce oral and written texts to consolidate their knowledge of grammar and enhance their English language skills for day-to-day life and professional purposes.

Teaching methodologies

The methods used in this curricular unit will be student-centered and task-based with the progressive development of the difficulty of the exercises applied to encourage the development of active listening and speaking skills, as well as proficient reading and writing activities appropriate for their level. This way, students will participate in spontaneous individual and group oral activities to encourage fluency. They will also prepare formal oral presentations and debates, where the emphasis will be placed on appropriate pronunciation, enunciation and diction. They will review basic grammatical structures and learn writing conventions for formal and informal writing in English to improve their general and technical writing skills. They will read authentic texts to improve their reading comprehension skills.

EVALUATION:

- Written Test: 60%
- Presence and participation in class: 20%
- Oral Presentations: 20%

Demonstration of the coherence between the teaching methodologies and the learning outcomes

The production of oral and written exercises and the ability to understand what is said in a foreign language, namely taking in a specific context, will be the methodology adequate to the development of the abilities of language acquisition. Writing, reading, understanding and speaking skills, developed during the course, will help the learners to use properly a language other than their own and be able to solve language situations that they may face in their daily lives. The classes have a strong practical character, given the fact that it is the English language that is used as the teaching language. Also, they will function as the support needed for the development of language skills to be used in a personal or academic environment.

Bibliografia Principal/ Bibliography:

- Gooden, Philip (2011) {2009} *The Story of English How the English Language Conquered the World*, London: Quercus.
- Greenall, Simon & Pye, Diana (2004) {1994} *Cambridge Skills for Fluency: Reading 4*, Cambridge: Cambridge University Press.
- Jones, Leo & Alexander, Richard (2011) [2003] *New International Business English*, Cambridge: Cambridge University Press.
- Murphy, Raymond (2004) *English Grammar in Use 3rd Ed*, Cambridge: Cambridge University Press.

Web Resources:

- BBC news online available at www.bbc.co.uk
- The Guardian Business online available at <http://www.theguardian.com/uk/business>
- The Guardian International online available at www.guardian.com/international

- Mind Tools: Essential Skills for an Excellent Career available at <https://www.mindtools.com>
- English online dictionary search tool “Lexi-logos” available at <http://www.lexilogos.com/english/dictionary.htm>
- Portuguese-English online dictionary search tool “Lexi-logos”, available at http://www.lexilogos.com/english/portuguese_dictionary.htm
- Tedtalks on Business available at <https://www.ted.com/talks?topics%5B%5D=business>