



Course Unit Description

ENGLISH FOR MANAGEMENT

Course 2020-21



GRADO EN INGENIERÍA EN ORGANIZACIÓN INDUSTRIAL (BOE 21-12-2012)

CENTRO UNIVERSITARIO DE LA DEFENSA

Universidad Politécnica de Cartagena

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1. Subject data

| | |
|--------------------------|------------------------|
| Name | ENGLISH FOR MANAGEMENT |
| Code | 511104002 |
| Type | Compulsory |
| ECTS | 4.5 |
| Length of subject | Per term |
| Length of subject | 4th Year - First term |
| Speciality | |
| Language | English |
| Mode of study | In person |

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2. Lecturer data

| | |
|------------------------------------|------------------------------------------------------------------|
| Lecturer data | Tello Fons, Isabel |
| Knowledge area | Traducción e Interpretación |
| Department | Idiomas (CUD) |
| Telephone | |
| email | |
| Office hours and location | |
| Qualifcation/Degree | |
| Academic rank in UPCT | Profesor/a Ayudante Doctor/a de Facultades y Escuelas Superiores |
| Number of five-year periods | No procede por el tipo de figura docente |
| Number of six-year periods | No procede por el tipo de figura docente |
| CV | |
| Head of groups | G1, G2 |
| Lecturer data | Montalbán Martínez, Nicolás |
| Knowledge area | Filología Inglesa |
| Department | Idiomas (CUD) |
| Telephone | |
| email | nicolas.montalban@tud.upct.es |
| Office hours and location | |
| Qualifcation/Degree | |
| Academic rank in UPCT | Profesor/a Ayudante Doctor/a de Facultades y Escuelas Superiores |
| Number of five-year periods | No procede por el tipo de figura docente |
| Number of six-year periods | No procede por el tipo de figura docente |
| CV | |



3. Competencies and learning outcomes

3.1. Basic curricular competences related to the subject

[CB4]. Students are required to transmit information, ideas, problems and solutions to a specialized and non-specialized audience.

3.2. General curricular competences related to the subject

[CG3]. To work in a multilingual environment.

3.3. Specific curricular competences related to the subject

[CE27]. To communicate in a foreign language.

Specific topic competences (for elective topics which have them)

3.4. Transversal curricular competences related to the subject

[CT1]. To communicate orally and in writing effectively.

3.5. Subject learning outcomes

At the end of this course, students will have developed both their receptive skills (i. e. listening and reading) and productive skills (i. e. writing and speaking). Their English grammar will have achieved C1 level as per the Common European Framework of Reference for Languages. Students will learn business and military vocabulary as well.

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4. Contents

4.1 Curricular contents related to the subject

An upper B2 level, as per the Common European Framework of Reference for Languages or the Military English SLP 3333, will be taught through reading, listening, writing and speaking tasks. as well as vocabulary, grammar and translation activities. This language level will be fully covered. American English accent will be used. Additionally, industrial organization and military vocabulary will be stressed.

4.2. Theory syllabus

Teaching modules and units

Unit 1. Introduction to communication

- Describing good communicators
- Adjectives to describe people
- Talking about different forms of communication
- Identifying forms of communication in business
- Formal and informal letters
- Writing business formal letters
- Dealing with communication breakdown

Unit 2. International marketing

- Vocabulary about job titles
- Talking about the brand image
- Presenting ideas in groups
- Vocabulary about market and management and its pronunciation
- Talking about international brands and markets
- Noun compounds and noun phrases
- Brainstorming techniques in management

Unit 3. Building relationships

- Vocabulary to describe relations
- Listening to business partnerships
- Developing networking skills
- Describing Customer Relationship Management (CRM)
- Phrasal verbs and expressions in business and management
- Writing semiformal emails to customers

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4.2. Theory syllabus

Teaching modules and units

Unit 4. Management styles

Discussing different styles of management
 Vocabulary about management styles and leadership
 Word derivation: Prefixes and suffixes to create adjectives and nouns
 Listening to experts talk about managerial philosophies
 Contrasting ideas in written texts
 Writing reports and interpreting surveys in writing

Unit 5. Crisis management

Finding out types of conflicts and professional crises.
 Handling crises efficiently. Complaints.
 Vocabulary on crisis management.
 Listening and understanding summarized reports on crises.
 Answering efficiently to complaints.

4.3. Practice syllabus

Name and description

Comments

Risks prevention


Promoting the continuous improvement of working and study conditions of the entire university community is one of the basic principles and goals of the Universidad Politécnica de Cartagena. Such commitment to prevention and the responsibilities arising from it concern all realms of the university: governing bodies, management team, teaching and research staff, administrative and service staff and students. The UPCT Service of Occupational Hazards (Servicio de Prevención de Riesgos Laborales de la UPCT) has published a "Risk Prevention Manual for new students" (Manual de acogida al estudiante en materia de prevención de riesgos), which may be downloaded from the e-learning platform ("Aula Virtual"), with instructions and recommendations on how to act properly, from the point of view of prevention (safety, ergonomics, etc.), when developing any type of activity at the University. You will also find recommendations on how to proceed in an emergency or if an incident occurs. Particularly when carrying out training practices in laboratories, workshops or field work, you must follow all your teacher's instructions, because he/she is the person responsible for your safety and health during practice performance. Feel free to ask any questions you may have and do not put your safety or that of your classmates at risk.

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4.4. Comments

Students will meet up in smaller groups and perform writing and speaking practice activities that deal with the different topics and contents that were reviewed during the theory sessions. Practice activities will be assigned a due date.

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5. Teaching method

| Name | Description | Hours | In-class % |
|-------------------------------------------------------------|---------------------------------------------------------------------|-------|------------|
| Theory classes in the classroom | In-class written and oral activities | 30 | 100 |
| Preparation of assignments / reports | Individual or group preparation of tasks | 9 | 0 |
| Completion of formative and summative evaluation activities | Students' dedication to complete formative and summative activities | 1 | 100 |
| Conducting official exams | Students' dedication to take official exams | 2 | 100 |
| Presentation of assignments/reports | Oral presentation of assignment or tasks | 3 | 75 |
| Problem class in the classroom | Solving difficulties in class | 10 | 100 |
| Practical sessions in computer classroom | Sessions in the computer lab | 5 | 100 |
| Tutorials | Clearing up difficulties with the teacher | 7.5 | 50 |
| Individual work / study | Oral presentation of assignment or tasks | 45 | 0 |

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6. Assessment method

| 6.1. Continuous assessment system | | |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Name | Description and criteria | Percentage % |
| Written tests | <p>Actividad de Evaluación Escrita Número 1: Compuesta por tres pruebas de evaluación tipo examen que sirven de actividad formativa y sumativa. Las tres pruebas de evaluación y el porcentaje de cada una se detallan a continuación: Writing- El alumno debe realizar un Essay sobre los contenidos estudiados durante el cuatrimestre. Se evaluará la gramática, vocabulario, cohesión, y uso de registro apropiado. Esta prueba vale un 12,5 % respecto a la nota final de la asignatura. Reading - Prueba de comprensión lectora de texto de carácter tecnológico. Esta prueba vale un 12,5 % respecto a la nota final de la asignatura. Listening - Prueba de comprensión auditiva de audio de carácter tecnológico. Esta prueba vale un 12,5 % respecto a la nota final de la asignatura. Se establece una calificación mínima de 4 sobre 10 para esta actividad de evaluación.</p> <p>Actividad de Evaluación Escrita Número 2: Compuesta por tres pruebas de evaluación tipo examen que sirven de actividad formativa y sumativa. Las tres pruebas de evaluación y el porcentaje de cada una se detallan a continuación: Writing- El alumno debe realizar un Essay sobre los contenidos estudiados durante el cuatrimestre. Se evaluará la gramática, vocabulario, cohesión, y uso de registro apropiado. Esta prueba vale un 12,5 % respecto a la nota final de la asignatura. Reading - Prueba de comprensión lectora de texto de carácter tecnológico. Esta prueba vale un 12,5 % respecto a la nota final de la asignatura. Listening - Prueba de comprensión auditiva de audio de carácter tecnológico. Esta prueba vale un 12,5 % respecto a la nota final de la asignatura. Se establece una calificación mínima de 4 sobre 10 para esta actividad de evaluación.</p> | 75 % |

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| 6.1. Continuous assessment system | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Name | Description and criteria | Percentage % |
| Formative and summative evaluation activities for the assessment of competence performance: - Evaluation by the teacher, Self-assessment and Co-assessment (peer evaluation) through quality criteria developed (rubrics) from laboratory reports, proposed problems, Cooperative Learning Activities, etc. - Observation charts (check-list, scales, rubrics) to evaluate performance. - Student portfolio and / or diary to assess self-reflection ability and dedication. - Completion of authentic tasks: simulations, case studies and / or real applied problems, etc. | Actividad de Evaluación Formativa Número 1: Compuesta por una única prueba de evaluación tipo examen. Se detallan a continuación su porcentaje y características: Speaking- Presentaciones orales en grupo. Se evaluará la fluidez, uso específico de vocabulario, organización, gramática. 12,5 % respecto a la nota final de la asignatura. Actividad de Evaluación Formativa Número 2: Compuesta por una única prueba de evaluación tipo examen. Se detallan a continuación su porcentaje y características: Speaking- Presentaciones orales en grupo. Se evaluará la fluidez, uso específico de vocabulario, organización, gramática. 12,5 % respecto a la nota final de la asignatura. | 25 % |

| 6.2. Final assesment system | | |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Name | Description and criteria | Percentage % |
| Written tests | Actividad de Evaluación compuesta por tres pruebas de evaluación tipo examen. Las pruebas de evaluación son las siguientes: 25 % Writing 25 % Reading 25 % Listening | 75 % |
| Formative and | Actividad de Evaluación compuesta por | 25 % |



6.2. Final assesment system

| Name | Description and criteria | Percentage % |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <p>summative evaluation activities for the assessment of competence performance:</p> <ul style="list-style-type: none"> - Evaluation by the teacher, Self-assessment and Co-assessment (peer evaluation) through quality criteria developed (rubrics) from laboratory reports, proposed problems, Cooperative Learning Activities, etc. - Observation charts (check-list, scales, rubrics) to evaluate performance. - Student portfolio and / or diary to assess self-reflection ability and dedication. - Completion of authentic tasks: simulations, case studies and / or real applied problems, etc. | <p>una prueba de evaluación: Speaking (interacción de una pareja de estudiantes con el profesor). Los alumnos prepararán durante cinco minutos un tema de contenido tecnológico y realizan un role-play.</p> | |

6.3. Formative assesment

Description

See the information above.

Information

As set forth in article 5.4 of the Reglamento de las pruebas de evaluación de los títulos oficiales de grado y de máster con atribuciones profesionales (UPCT), students in the special circumstances listed in the article 5.4 are entitled to a comprehensive assessment test, upon justified request which must be granted by the Department. This does not exempt them from carrying out compulsory tasks included in the teacher's guide of the subject (official syllabus).

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Comments

El alumno que no alcance un mínimo de 4 en alguna de las actividades de evaluación, deberá ir al examen final de Febrero. La nota media entre las dos actividades de evaluación debe dar como mínimo un 5 para considerar la asignatura como aprobada. El sistema de Evaluación Final estará compuesto por cuatro pruebas de evaluación (speaking, listening, writing, reading). Este examen final lo realizarán los estudiantes que no han alcanzado la nota de 5 (sobre 10), después de haber hecho la media entre las dos actividades de evaluación.

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7. Bibliography and resources

7.1. Basic bibliography

MacKenzie, Ian English for business studies: a course for business studies and economics students. Student's book. Cambridge University Press. 1998. 0521483530

David Cotton, David Falvey and Simon Kent Market Leader Upper-Intermediate 3rd Edition Coursebook. Pearson. 9781408237090

Hoobs, M., Kedde, J.S Commerce: Oxford English for Careers. Oxford University Press. 2007. 0194569756

Nuttall, C.J. Career Award in Business: Standard Level. Cambridge. 2003. 0521750946

7.2. Supplementary bibliography


Hewings, Martin Advanced grammar in use a self-study reference and practice book for advanced learners of English: with answer. Cambridge University Press. 2000. 0521498686

Tims, Nicholas Face2face upper intermediate: workbook. Cambridge University Press,. 2007. 9780521691659

Cambridge English advanced 5: with answers: authentic examination papers from Cambridge ESOL. Cambridge University,. 2012. 9781107603271

7.3. On-line resources and others

Listening <http://www.world-english.org/listening.htm> <http://www.bbc.co.uk/radio/> <http://www.af.mil>
<http://www.anglik.net/> Pronunciation <http://www.fonetiks.org/>
http://www.oddcast.com/home/demos/tts/tts_example.php?sitepal Reading <http://www.short-stories.co.uk/>
<http://themoonlitroad.com/> Writing <http://www.eslbee.com/>
<http://www.autoenglish.org/writing.htm> Dictionaries <http://www.businessdictionary.com/>
<http://www.collinsdictionary.com/> <http://dictionary.cambridge.org/17>
<http://www.wordreference.com/es/en/translation.asp?spen=diccionario+biling%C3%BCe>
<http://prowritingaid.com/Free-Online-Collocations-Dictionary.aspx> <http://www.thefreedictionary.com/>
<http://www.urbandictionary.com/>

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