

<b>1.- ASIGNATURA</b>	
1.1.- MATERIA (ÁREA DE CONOCIMIENTO)	<b>Idiomas</b>
1.2.- DENOMINACIÓN	<b>Inglés II</b>
<b>2.- PROFESOR/A (S)</b>	<b>Mella O'Connor / Ian Spence</b>
<b>3.- CARACTERÍSTICAS</b>	
3.1.- CARÁCTER	Consular
3.2.- EXTENSIÓN (créditos)	12
3.3.- CURSO	Segundo
3.4.- CUATRIMESTRE	Primero y Segundo (Anual)
3.5.- IDIOMA	Inglés
<b>4.- COMPETENCIAS GENERALES</b>	<b>CG4</b> Comprender y expresar ideas de forma eficaz, a nivel de alto en inglés para manejarse en cualquier entorno, y a nivel intermedio en otro idioma extranjero, que permita desenvolverse, al menos, en el ámbito empresarial.
	<b>CG9</b> Ser capaz de integrarse y comunicarse con expertos de otras áreas y en distintos contextos.
<b>5.- COMPETENCIAS ESPECÍFICAS</b>	
<b>6.- CONTENIDOS</b>	<b>LEVEL 5</b>
	<p><b>1. Staff development and training</b> Topic: how companies encourage staff development 1.1 Reading: skimming, multiple choice cloze, identifying the subjects of paragraphs; using reference devices to recognize organization; replacing gapped sentences in a text. 1.2 Listening: a phone call; two students discussing a collaborative task 1.3 Speaking: discussing training; agreeing/disagreeing; role play deciding on a training course; making suggestions 1.4 Grammar: countable and uncountable 1.5 Vocabulary: Recruitment brochure</p> <p><b>2. Job descriptions and job satisfaction</b> Topic: job descriptions and feelings about the job 2.1 Writing: An extract from a report 2.2 Listening: interview with multiple choice questions; matching short extracts 2.3 Speaking: Describing jobs, likes dislikes; answering interview questions 2.4 : Grammar: Questions; present perfect past simple 2.5 Vocabulary: Jobs and responsibilities</p> <p><b>3. Getting the job right</b> Topic: what attracts people to jobs, applying for jobs 3.1 Reading: matching statements to sections; an open cloze; editing a letter of application 3.2 Writing: a website testimonial; a short email explaining and offering; organizing and writing a letter of application 3.3 Listening: Short extracts; opinions about how to do interviews 3.4 Speaking: Structuring and concluding a short presentation; a collaborative task; a short presentation 3.5 Vocabulary: Attractions of jobs</p>

#### **4. Making contact**

Topic: first impressions and telephoning

- 4.1 Reading: A telephone quiz; taking notes; references; replacing gapped sentences in a text
- 4.2 Writing: Short emails to apologize, instruct, suggest, agree, and explain
- 4.3 Listening: Note completion
- 4.4 Speaking: Discussing body language; telephone role-plays; a short presentation; a collaborative task
- 4.5 Grammar: Comparatives: talking about large and small differences

#### **5. Breaking into the market**

Topic: marketing methods and strategies

- 5.1 Reading: a passage with multiple-choice questions; matching statements to extracts
- 5.2 Listening: An interview
- 5.3 Speaking: Discussing advantages and disadvantages; a collaborative task; brainstorming; a short talk
- 5.4. Grammar: Infinitive or verb + -ing
- 5.5 Vocabulary: Launch, ploy, etc

#### **6. Launching a product**

Topic: launching products and promotional budgets

- 6.1 Reading: Referencing; replacing gapped sentences in a text; editing a report
- 6.2 Writing: A marketing report; analyzing the task; planning
- 6.3 Listening: An interview with someone who developed a product
- 6.4 Speaking: A short talk; role-play planning a marketing campaign
- 6.5 Vocabulary: Distribution, commuting etc

#### **7. A stand at a trade fair**

Topic: organizing and choosing a stand at a trade fair

- 7.1 Reading: open clozes: matching statements with extracts; a multiple-choice cloze
- 7.2 Writing: short memos; emails; planning emails
- 7.3 Listening: short extracts
- 7.4 Speaking: deciding which stand
- 7.5 Grammar: formal requests
- 7.6 Vocabulary: find out; learn; teach; know.

### **LEVEL 6**

#### **1. Starting a business**

Topic: starting your own business; buying into a franchise

- 1.1 Reading: multiple choice questions; editing a letter
- 1.2 Writing: a letter of enquiry
- 1.3 Listening: short extracts-reasons for starting a business
- 1.4 Speaking: role play: giving advice
- 15 Grammar: prepositions in time phrases
- 1.6 Vocabulary: concept; gross revenue etc; phrases for giving advice; financial terms; phrases requesting information

#### **2. Financing start up**

Topic: how to raise finance to start a business

- 2.1 Reading: matching statements and sections
- 2.2 Listening: note-taking from an authentic interview; multiple-choice questions on the interview
- 2.3 Speaking: role-play giving advice about starting a business; short presentations
- 2.4 Vocabulary: types of finance; verb-noun collocations connected with starting companies; short phrases for starting question

#### **3. Expanding into Europe**

Topic: finding the right location for a technology company

- 3.1 Reading: multiple-choice cloze; matching information with extracts; open cloze completing a proposal
- 3.2 Writing: a proposal
- 3.3 Listening: note completion from a telephone conversation

- 3.4 Speaking: discussing the requirements for a new location
- 3.5 Grammar: linking words and phrases
- 3.6 Vocabulary: place, space, room, opportunity, possibility, option; phrases highlighting features; phrases making recommendations

**4. Presenting your business idea**

Topic: giving full-length business presentations

- 4.1 Reading: matching statements and sections: advice on presenting
- 4.2 Listening: note completion
- 4.3 Speaking: discussing presentation technique; giving structured presentations; role-play: presenting a business idea
- 4.4 Grammar: can and could
- 4.5 Vocabulary: phrases to structure a presentation

**5. Arranging business travel**

Topic: business travel: reasons for it/ is it still necessary

- 5.1 Reading: open cloze; multiple-choice cloze
- 5.2 Writing: short emails to apologise, instruct, suggest, agree and explain
- 5.3 Listening: short extracts
- 5.4 Speaking: structuring and concluding a short presentation; a collaborative task
- 5.5 Grammar: past modals
- 5.6 Vocabulary: travel journey trip

**6. Business conferences**

Topic: business conferences, their uses, how to get the most from them, networking

- 6.1 Reading: matching statements to sections, skimming
- 6.2 Writing: short emails requesting, explaining and informing
- 6.3 Listening: taking short telephone messages and notes; identifying functions; an interview with an executive from a destination management company
- 6.4 Speaking: deciding who to send to a conference; a networking role-play; giving a short presentation

**7. Business meetings**

Topic: meeting trends; usefulness of face to face meetings; influence of technology on meetings

- 7.1 Reading: skimming; multiple-choice questions
- 7.2 Writing: a short email agreeing, suggesting, explaining and requesting
- 7.3 Listening: short extracts; a discussion
- 7.4 Speaking: explaining trends; expressing statistics; making contrasts and comparisons; role-play: a formal marketing meeting
- 7.5 Grammar: referencing
- 7.6 Vocabulary: phrases expressing reasons for meetings; verb + meeting collocations; crucial, priceless, etc. phrases for agreeing, disagreeing etc.

**7. Spending the sales budget**

Topic: thinking about sales, sales techniques and costs

- 7.1 Reading: dealing with open cloze; report reading
- 7.2 Writing: a report based on graphic input and handwritten notes; writing the introduction; making recommendations
- 7.3 Listening: note-taking from an authentic source; listening to short extracts
- 7.4 Speaking: giving opinions; discussing sales and travel
- 7.5 Grammar: giving reasons and explaining methods; using the passive to express opinions and ideas

**LEVEL 7**

**1. Competitive Advantage**

Topic: organizing and choosing a stand at a trade fair

- 7.1 Reading: open clozes: matching statements with extracts; a multiple-choice cloze
- 7.2 Writing: short memos; emails; planning emails
- 7.3 Listening: short extracts
- 7.4 Speaking: deciding which stand
- 7.5 Grammar: formal requests

	<p>7.6 Vocabulary: find out; learn; teach; know.</p> <p><b>2. A Proposal</b>  Topic: what makes business people persuasive; negotiating  8.1 Reading: paraphrasing key ideas; matching statements and extracts  8.2 Writing: an email replying to an email summarizing an agreement; an email summarizing an agreement  8.3 Listening: short extracts on persuasiveness; meeting clients at a trade fair; negotiating an agreement  8.4 Speaking: what makes people persuasive; breaking the ice role play; negotiating a sale: short talk on what's important when negotiating a deal; negotiating a deal  8.5 Grammar: first and second conditionals; prepositions  8.6 Vocabulary: sell; sales; selling; proxy; vendor etc.</p> <p><b>3. Presenting at meetings</b>  Topic: starting your own business; buying into a franchise  9.1 Reading: multiple choice questions; editing a letter  9.2 Writing: a letter of enquiry  9.3 Listening: short extracts-reasons for starting a business  9.4 Speaking: role play: giving advice</p> <p><b>4. Advertising and Customers</b>  Topic: The effectiveness of advertising  10.1 Reading: matching statements and sections  10.2 Listening: note-taking from an authentic interview; multiple-choice questions on the interview  10.3 Speaking: role-play giving advice about starting a business; short presentations  10.4 Vocabulary: types of finance; verb-noun collocations connected with starting companies; short phrases for starting question</p> <p><b>5. Advertising and the Internet</b>  Topic: finding the right location for a technology company  1.1 Reading: multiple-choice cloze; matching information with extracts; open cloze completing a proposal  1.2 Writing: a proposal  1.3 Listening: note completion from a telephone conversation  1.4 Speaking: discussing the requirements for a new location  1.5 Grammar: linking words and phrases  1.6 Vocabulary: place, space, room, opportunity, possibility, option; phrases highlighting features; phrases making recommendations</p> <p><b>6. Sales reports</b>  Topic: A brief sales report and giving full-length business presentations  2.1 Reading: matching statements and sections: advice on presenting  2.2 Listening: note completion  2.3 Speaking: discussing presentation technique; giving structured presentations; role-play: presenting a business idea  2.4 Grammar: can and could  2.5 Vocabulary: phrases to structure a presentation</p>			
<b>7. METODOLOGÍA</b>	<p>Presentation of textual material in class with emphasis on grammar forms and the appropriate vocabulary. Practice of both through classroom exercises and homework assignments. Discussion of topics in the text through open discussion, closed group discussion, role play and introduction of additional but related material from the English media.</p> <p>Students will be encouraged to use the language forms in realistic contexts and develop confidence in the concepts and material</p>			
<b>8.- RESULTADOS DEL APRENDIZAJE</b>	<ul style="list-style-type: none"> <li>- Recibir y transmitir mensajes orales que puedan generarse durante una jornada laboral normal.</li> <li>- Ser capaz de entender y emitir correspondencia e informes que se utilizan en un contexto profesional.</li> <li>- Atender todo tipo de peticiones de bienes o servicios.</li> <li>- Ser capaz de hacer aportaciones eficaces en reuniones y seminarios de trabajo.</li> </ul>			
<b>9.- CRITERIOS DE</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"><b>Criterio</b></th> <th style="width: 20%;"><b>Competencias</b></th> <th style="width: 20%;"><b>Valor (%)</b></th> </tr> </thead> </table>	<b>Criterio</b>	<b>Competencias</b>	<b>Valor (%)</b>
<b>Criterio</b>	<b>Competencias</b>	<b>Valor (%)</b>		

<b>EVALUACIÓN</b>	Pruebas individuales			<b>CG4, CG9</b>	45%						
	Prueba final escrito			<b>CG4, CG9</b>	25%						
	Prueba final oral			<b>CG4, CG9</b>	25%						
	Actitud, asistencia y participación			<b>CG4, CG9</b>	5%						
	<b>Observaciones generales</b>										
	- Para ser evaluable en la primera convocatoria será requisito imprescindible haber participado, al menos, en el 85% de las sesiones presenciales										
	<b>Observaciones convocatoria extraordinaria</b>										
<p>El criterio "Actitud, asistencia y participación" no tiene valor, pasando las pruebas individuales a tener un valor del 50%</p> <p>Las calificaciones de las pruebas individuales de la convocatoria ordinaria se mantienen y podrán ser mejoradas con nuevas pruebas propuestas por el profesor.</p> <p>En caso de que las pruebas individuales sean inferiores a 5.0, no tendrán valor y la prueba final escrita supondrá un 50% y la prueba final oral supondrá el otro 50%.</p>											
<b>Observaciones convocatorias para alumnos de años anteriores (sin docencia)</b>											
<p>El criterio "Actitud, asistencia y participación" no tiene valor, pasando las pruebas individuales a tener un valor del 50%</p> <p>En caso de que las pruebas individuales sean inferiores a 5.0, no tendrán valor y la prueba final escrita supondrá un 50% y la prueba final oral supondrá el otro 50%.</p>											
<b>10.- BIBLIOGRAFÍA</b>	LEVELS 5 Y 6: Business Benchmark Upper Intermediate – Guy Brook-Hart										
	LEVEL 7: Business Benchmark Advanced – Guy Brook-Hart										
<b>11.- DISTRIBUCIÓN DE LOS CRITERIOS DE EVALUACIÓN</b>	<b>Criterio</b>	<b>Sep.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dic.</b>	<b>Ene.</b>	<b>Feb.</b>	<b>Mar.</b>	<b>Abr.</b>	<b>May.</b>	<b>Total</b>
	Prueba/s individuales		6.4%	6.4%	6.4%		6.4%	6.4%	6.4%	6.4%	45%
	Prueba final escrita									25%	25%
	Prueba final oral									25%	25%
	Actitud, asistencia y	5%									5%
	<b>Total</b>										<b>100%</b>