



## TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	English for Business Analytics C2
Subject code	E000012796
Main program	<a href="#">Grado en Análisis de Negocios / Business Analytics por la Universidad Pontificia Comillas</a>
Involved programs	Grado en Análisis de Negocios/Bachelor in Business Analytics [First year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Básico
Department	Instituto de Idiomas Modernos
Coordinator	Jonathan Holland / Sarah Hill (Coordinadors)
Schedule	4 hours a week (semestered subject) / 2 hours a week (annual subject)
Office hours	By appointment
Course overview	This subject is designed for students to acquire the competences set out in the Common European Framework for Languages with a special focus on English for Business and Business Analytics.

Teacher Information	
<b>Teacher</b>	
Name	Christopher Michael Turner
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<b>Teacher</b>	
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## SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
<b>Contribution to the professional profile of the degree</b>
English is an essential tool in the world of business in order to develop skills in Business Analytics both for students and professionals who want to study or work in an international context.
This subject provides an introduction to the concepts and language necessary to study or work in a global environment. The course covers It draws on students' knowledge of General English as a base to introduce Business English so that at the end of the course, a student will



be able to use English to communicate both orally and in writing on the topics that have been covered.

## Prerequisites

The student must be registered in the degree programme.

## Competencies - Objectives

### Competences

### Learning outcomes

<b>HA4</b>	Resultados del proceso de Formación y de Aprendizaje: HA4. Es capaz de comunicarse y transmitir información en una lengua extranjera oralmente y por escrito en un entorno profesional con claridad y corrección para su nivel según las competencias fijadas por el Marco de Referencia Europeo para las Lenguas.
<b>RA1</b>	Idioma I/ Language I RA1. Comprender textos relacionados con el mundo del análisis de los negocios, tales como noticias, gráficos, artículos, informes y otros textos profesionales.
<b>RA2</b>	Idioma I/ Language I RA2. Pasar información a formato escrito: describir información en tablas y gráficos, escribir informes y otros textos profesionales
<b>RA3</b>	Idioma I/ Language I RA3. Participar en conversaciones, entrevistas o

## THEMATIC BLOCKS AND CONTENTS

### Contents - Thematic Blocks

- 1. Analytics and Data:** The Joy of Data, Business Analytics: 5 Case Studies, Key Terms in Analytics, The Uses of Analytics In Business, Using Chat GPT to Help Us Understand the Analytics Mindset, Key Concepts in Data Analytics, Business and Analytics Vocabulary.
- 2. Analytics and Soft Skills:** Soft and Hard Skills, Professional Communication Skills, Soft Skills and AI, The Fourth Industrial Revolution, Are Robots Going to Take Our Jobs, Professional Written Communication, Noun+Noun Business Collocations.
- 3. Analytics and the Attention Economy:** This is Capitalism: Introduction to the Attention Economy, Is Our Attention for Sale?, Discussion Activities: The Attention Economy and Me, Long Reading: Attentive (Scott Galloway), *Make vs. Do*, Attention Economy-themed vocabulary deriving from various relevant media.
- 4. Analytics and the Investment Pitch:** Dragon's Den, Techniques of Public Speaking, The Pitch Deck, The Pitch Canvas, Public Speaking Skills, Common Errors in Business (2), Useful Vocabulary for Making an Investment Pitch.

## TEACHING METHODOLOGY

### General methodological aspects of the subject

#### In-class Methodology: Activities

The course is designed to be largely practical and student-centred, in order to encourage students to become autonomous learners and play an active role in their own learning process. This approach is designed to help them develop the communication skills they will need to communicate in English in their professional future.



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In order for students to practice their oral skills and carry out the group work that will be assigned throughout the course, class attendance is essential. Students will develop their oral skills individually, in pairs or in groups by carrying out different communicative tasks related to the topics being studied in the course manual as well as any supplementary materials that will be handed out during the course or be available in the Moodle virtual learning platform. The course is taught entirely in English and students will be expected to communicate in English at all times.

To achieve the course objectives and acquire the competences that have been specified, each course unit will include the following activities:

- **Lectures:** the teacher will introduce the topic of the unit; explain course content, as well as linguistic aspects such as grammar or vocabulary.
- **Group work, project work and seminars:** in-class sessions supervised by the teacher in which students will be the focal point, working either individually, in pairs or in groups. The objective will be to practice language production in the classroom. The classes will be centred on the students and their active participation, carrying out projects in pairs or in groups, as well as working on exercises together or individually. These exercises can be oral or written, and can include listening comprehension activities using audiovisual materials, oral information exchanges, class discussions, reading and text analysis. The teacher's role will be to stimulate and monitor the students' learning, helping and correcting them whenever necessary.
- **Oral presentation of topics or project work:** This can include presentations or oral exchanges with the teacher, in small groups or in front of the class, individually or in groups. Evaluation will be based on understanding of the material, organization and structure of the information provided, clarity, and, if it is a group presentation, the active role of each of the group members.
- **Quizzes and exams:** Written or oral quizzes and exams both individual and in groups will be given from time to time during the course as well as a final global exam adjusted to the level of the students and the course content that has been covered.

## Non-Presential Methodology: Activities

**Individual written homework.** Students will be expected to do the exercises and activities assigned for homework. An essential tool of the learning process is the Moodle virtual learning environment. They will also find useful links, audiovisual materials as well as abundant supplementary materials. In the next class session, students will be given the opportunity to clarify any problems they may have had with the exercises without the need to go over the entire exercise. In some case, work assigned will be picked up and corrected. The objective of these homework assignments is to provide students with further practice and to consolidate the course content, including vocabulary and structures seen in class.

**Individual listening activities-** Students will be assigned listening comprehension exercises to be done outside class available in Moodle where they will find the audiovisual materials which will help him improve their listening comprehension skills in English.

**Individual Reading** - Reading of texts assigned to develop reading skills

**Group work-**Students will have to prepare oral or written assignments outside class in collaboration with the other members of their group or individually, which will later be presented in class as a group or individually to another group.

## SUMMARY STUDENT WORKING HOURS

### CLASSROOM HOURS

Lecciones de carácter	Ejercicios y resolución de	Otras actividades, seminarios, talleres,	Exposición pública de
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expositivo	casos y de problemas	simulaciones, dinámicas de grupo, etc	temas o trabajos
10.00	20.00	20.00	10.00
<b>NON-PRESENTIAL HOURS</b>			
Ejercicios y resolución de casos y de problemas	Estudio y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos	Exposición pública de temas o trabajos
20.00	48.00	8.00	14.00
<b>ECTS CREDITS: 6,0 (150,00 hours)</b>			

## EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
<b>Final Exam</b>	<ul style="list-style-type: none"><li>• Mastery of key concepts</li><li>• Correct language use (grammar, syntax and spelling)</li><li>• Knowledge of vocabulary</li><li>• Clarity of written expression</li><li>• Use of appropriate register</li><li>• Reading comprehension</li></ul>	50
<b>Oral activities and written exercises done inside and outside the classroom</b>	<ul style="list-style-type: none"><li>• Prior preparation of any materials needed to carry out the work to be done in class.</li><li>• Class and homework assignments.</li><li>• Use of English in the classroom with the teacher and fellow classmates</li><li>• Quality of the information presented.</li><li>• Ability to interact with the teacher and classmates at the right moment using an appropriate register.</li><li>• Grammar, syntax, vocabulary, content and accuracy of work handed in.</li><li>• Submission of work on time.</li></ul>	15
Quizzes and Tests	<ul style="list-style-type: none"><li>• Ability to use the correct vocabulary.</li><li>• Knowledge of the topics covered during the course.</li><li>• Correct use of language (grammar, syntax, and spelling).</li></ul>	15
Writing Tasks	<ul style="list-style-type: none"><li>• Presentation and structure: structure of paragraph or structure (topic sentence, development, cohesive devices and conclusion).</li><li>• Quality and clarity of information presented.</li><li>• Correct use of language (grammar, syntax</li></ul>	10



	<p>and spelling).</p> <ul style="list-style-type: none"><li>• Correct use of vocabulary.</li><li>• Use of appropriate register.</li><li>• Submission of work on time.</li></ul>	
<b>Assessed oral tasks</b>	<ul style="list-style-type: none"><li>• Quality and organization of the information</li><li>• Accurate use of language, vocabulary and grammar</li><li>• Pronunciation</li><li>• Ability to communicate with verbal and non-verbal language.</li></ul>	10

## Ratings

### Continuous assessment and final exam

**Fifty percent** of the final grade is based on continuous assessment, which reflects the student's performance throughout the course. This continuous assessment mark, as its name clearly indicates, corresponds to the work done throughout the semester.

Any work that is partly or entirely copied from another source will be considered **plagiarism** and will receive an automatic 0. Likewise, copying another student's work will be graded with a -1 (both the copier and the person he/she copied from).

If a student is unable to attend on a day of a graded activity, s/he must inform the teacher personally or via email **BEFORE, not after** the activity has been done. Any assignment, exercise, or quiz not done or not submitted on the date established will be marked down as a 0, unless the student informs the tutor of his/her school or faculty, who is responsible for informing the teacher if an absence is justified.

The remaining **50 %** of the final mark will be based on a final written exam in the first sitting. **Therefore, a student must obtain a passing mark on both the continuous assessment and the final exam in order to pass the subject, which will be calculated as follows:**

- the continuous assessment based on the assessed activities done throughout the course (personal work / writing assignments / oral activities / quizzes and tests) with a minimum mark of 5 /10.
- the final written exam with a minimum mark of 5 / 10.

In the event that the student does not pass one of the above, the maximum final mark a student will be able to obtain is a **4.0** and the student will have to retake the exam and/or make up the work s/he has not done during the course at the next exam sitting.

### Academic and Professional Integrity

Any work that is partly or entirely copied from another source (e.g. the Internet, another student, AI applications such as ChatGPT will be considered **plagiarism** and will receive an automatic 0. Likewise, copying another student's work will be graded with a 0 (both the copier and the person he/she copied from).

### Subsequent exam sittings

At the **second exam sitting**, the student will be examined on the part of the assessed material that s/he has not passed; i.e., the student will have to do a final written exam (which constitutes 50% of the final mark) **and / or** a series of oral or written activities related to work not done during the course to evaluate whether he has acquired the competences established for the subject (which also constitute 50% of the final mark). If the student has passed the continuous assessment, that mark will be saved and averaged in with the final exam mark provided that the student passes the exam. **In the event that the student has not passed the continuous assessment part of the course, it will be the student's responsibility to get in touch with the teacher far enough in advance to be able to prepare any oral activity or writing assignment that he may be expected to prepare for the exam or to hand in on the day of the exam.**



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At **third and subsequent exam sittings** that take place in the following academic year, the student will be tested on all the material and no mark will be saved from the course or previous exam sittings.

## BIBLIOGRAPHY AND RESOURCES

### Basic Bibliography

Apuntes: Holland, J. (2023). *English for Business Analytics*. Comillas Universidad Pontificia.

### Complementary Bibliography

#### Diccionarios monolingües y bilingües (INGLÉS GENERAL):

- Oxford Advanced Learner's Dictionary /o/ Collins Cobuild English Language Dictionary