



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2024 - 2025

FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Subject name	Idioma I: English for Business Studies I (C1)
Subject code	0000005110
Main program	Bachelor's Degree in Business Administration and Management
Involved programs	Grado en Administración y Dirección de Empresas (E-2) [First year] Grado en Administración y Dirección de Empresas y Grado en Relaciones Internacionales [Second year] Grado en Administración y Dirección de Empresas (E-2) - Bilingüe en inglés [First year] Grado en Psicología y Grado en Administración y Dirección de Empresas [First year]
Level	Reglada Grado Europeo
Credits	6,0 ECTS
Type	Básico
Department	Instituto de Idiomas Modernos
Coordinator	Jonathan Holland
Schedule	semestered: 4hrs week / annual: 2hrs week
Office hours	By appointment
Course overview	A course designed to enable students to acquire the competences established by the Common European Framework of Reference for Languages in English according to a student's level.

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DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura

Aportación al perfil profesional de la titulación

English is an essential tool in any profession, and even more so in the world of business and business administration and management, especially for those students or professionals who wish to study or work in an international context.

This course aims to introduce the concepts and language that a student will need to study or work in a global environment. 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.

Prerrequisitos

The student must be registered in the degree programme and have taken a level exam in order to be assigned to the group corresponding to his/her level

based on the levels of the "Common European Framework of Reference for Languages".

Competencias - Objetivos

Competencias

GENERALES

CG07	Comunicación en una lengua extranjera	
	RA1	Se expresa oralmente y por escrito en una segunda o tercera lengua con claridad y corrección para su nivel según las competencias fijadas por el Marco de Referencia Europeo para las Lenguas
	RA2	Es capaz de entender la estructura de un idioma extranjero y desarrollar el vocabulario y las destrezas que le permitan estudiar y trabajar en dicho idioma de acuerdo con las competencias fijadas por el Marco de Referencia Europeo para las Lenguas para los distintos niveles
	RA3	Es capaz de leer y comprender textos generales y/o especializados en otra lengua según su nivel
	RA4	Se preocupa por mantener y mejorar dicho nivel de lengua extranjera

ESPECÍFICAS

CE02	Habilidad para utilizar el vocabulario específico de una lengua extranjera dentro de un contexto empresarial en las áreas de Dirección, Contabilidad y Finanzas, Economía y Marketing	
	RA1	Comprender textos relacionados con su campo de conocimientos y el mundo de los negocios, tales como noticias, gráficos, artículos, correspondencia, informes y anuncios



RA2	Pasar información a formato escrito: rellenar un formulario, describir información en tablas y gráficos, escribir mensajes, memorias, cartas, textos, e informes
RA3	Entender monólogos y diálogos que provienen de clases magistrales, anuncios, conversaciones presenciales y telefónicas, conferencias, noticias, exposiciones, reuniones y entrevistas
RA4	Hablar sobre sí mismo, su área de estudios y sus intereses, participar en conversaciones, entrevistas o debates, realizar descripciones y narraciones, expresar opiniones y desarrollar argumentos
RA5	Exponer un tema o realizar una exposición bien estructurada en un idioma extranjero.

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

UNIT	TOPICS	LANGUAGE USE	VOCABULARY
1 Business and Generation Z	Looking ahead – the 10 Biggest Business Trends What is Generation Z? Generation Z and the World of Work Generation Z and Marketing Generation Z vs Millennials The Gig Economy	Common Errors in Business English (1)	Marketing/ Contractual/ Technological Vocabulary
2 Business 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 Communication	Noun + Noun Business Collocations
3 Business and Entrepreneurship	Entrepreneur quotes Why Schools Should Teach Entrepreneurship An Entrepreneur: Whitney Wolfe Herd	Summary and Paraphrase Writing Complex Sentences	The vocabulary of entrepreneurship



	An Entrepreneurial Company: Netflix The Jeff Bezos Letters Paraphrase Project		
4 Business and the Investment Pitch	Blue Ocean Strategy Dragons' Den Historical Dragons' Den Techniques of Public Speaking The Pitch Deck The Pitch Canvas	Public Speaking Skills Common Errors in Business English (2)	Useful vocabulary for making an investment pitch

CONTENIDO

UNIT	TOPICS	LANGUAGE USE	VOCABULARY
1 Business and Generation Z	Who are Generation Z? Generation Z and the World of Work Generation Z and Marketing Generation Z vs Millennials The Gig Economy	False Friends in Business	Marketing Vocabulary
2 Business and Soft Skills	What are soft and hard skills? Soft Skills and AI The Fourth Industrial Revolution Are Robots going to take our jobs? Mini-Project: Soft Skills	Language for Advice and Suggestions	Noun + Noun Business Collocations
3 Entrepreneurs and Business	Entrepreneur quotes Why Schools Should Teach Entrepreneurship The ICADE Entrepreneurial Hall of Fame What Drives Female Entrepreneurs? A business interview Jeff Bezos: The Early Years of Amazon The Jeff Bezos Letters	Summary and Paraphrase Grammar Revision I	The vocabulary of entrepreneurship
4 Business and The Four	Introductory Analysis of Amazon, Google, Facebook and Apple	<i>Make vs Do</i>	Business Vocabulary deriving from Scott Galloway's <i>The Four</i>



5 Business and the Investment Pitch	Presentation techniques Organizing a pitch Coming up with a business idea Blue Ocean Strategy Dragons' Den Project	Public Speaking Skills	Useful vocabulary for making an investment pitch
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METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

Metodología Presencial: Actividades

El enfoque de la asignatura es eminentemente práctico, centrado en el alumno, y tiene como objetivo fomentar su autonomía, así como involucrarle su propio aprendizaje con el fin de que pueda desarrollar las destrezas comunicativas necesarias para poder desenvolverse con soltura en su futuro profesional.

Para practicar los aspectos orales del idioma y elaborar los trabajos en grupo que serán asignados a lo largo del curso, la asistencia a clase es imprescindible. Los aspectos orales se desarrollan a través del trabajo individual, en parejas y en grupos, en los que se llevan a cabo diversas tareas comunicativas a partir de los temas propuestos en el manual, así como en el material complementario que se distribuirá a lo largo del curso. La clase se imparte enteramente en **inglés** y los alumnos deben intentar expresarse en este idioma en todo momento.

Para ayudar al alumno a alcanzar los objetivos específicos previstos y adquirir las competencias seleccionadas, se utiliza las clases intercalan diversos tipos de actividades.

Metodología Presencial: Actividades

- **Lectures:** the teacher will introduce the topic of the unit; explain course content, as well as linguistic aspects such as grammar or vocabulary.

CG07, CE02

- **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.

CG07, CE02

- **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 understanding of the material, organization and structure of the information provided, clarity.

CG07, CE02



- **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.

CG07, CE02

Metodología No presencial: Actividades

- **Individual written tasks.** Students will be expected to do the exercises and activities assigned for homework. 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.

CG07, CE02

- **Individual audio / audio-visual tasks.** Students will be expected to complete listening or video tasks outside of class in order to develop listening skills.

CG07, CE02

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

CG07, CE02

- **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.

CG07, CE02

RESUMEN HORAS DE TRABAJO DEL ALUMNO

CLASSROOM HOURS			
Lecciones de carácter expositivo	Ejercicios y resolución de casos y de problemas	Seminarios y talleres	Exposición pública de temas o trabajos
10.00	20.00	20.00	10.00
NON-PRESENTIAL HOURS			
Exposición pública de temas o trabajos	Ejercicios y resolución de casos y de problemas	Estudio individual y/o en grupo y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos
14.00	20.00	48.00	8.00
ECTS CREDITS: 6,0 (150,00 hours)			

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

Evaluation activities	Evaluation criteria	Weight
	<ul style="list-style-type: none"> - Prior preparation of any materials needed to carry out the work to be done in class. - Class and homework assignments. 	



Oral activities and written exercises done inside and outside the classroom	<ul style="list-style-type: none">- Use of English in the classroom with the teacher and fellow classmates- Quality of the information presented.- Ability to interact with the teacher and classmates at the right moment using an appropriate register.- Grammar, syntax, vocabulary, content and accuracy of work handed in.- Submission of work on time.	15 %
Quizzes and Tests	<ul style="list-style-type: none">- Ability to use the correct vocabulary.- Knowledge of the topics covered during the course.- Correct use of language (grammar, syntax, and spelling).	15 %
Evaluated Written Tasks	<ul style="list-style-type: none">- Presentation and structure: structure of the paragraph or essay- Quality and clarity of information- Accuracy of language (grammar, syntax and spelling)- Accuracy of word use- Use of appropriate register- Meeting deadlines	10 %
Assessed oral tasks (presentation, oral interview with the teacher, information exchange, debates)	<ul style="list-style-type: none">-- Quality and organization of the information- Accurate use of language, vocabulary and grammar- Pronunciation- Ability to communicate with verbal and non-verbal language.	10 %
Final Written exam (Semestered course) or Two exams - one at the end of each semester (Annual course)	<ul style="list-style-type: none">- Mastery of key concepts- Correct language use (grammar, syntax and spelling)- Knowledge of vocabulary- Clarity of written expression- Use of appropriate register- Reading comprehension	50 %



Calificaciones

1. 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 and the student will not be able to make up this work on the day of the first sitting of the final exam.

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.

2. 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. 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.

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.

3. Academic and Professional Integrity

Any assignment that is copied in whole or in part from an external source (e.g. the Internet, a classmate, or AI applications such as ChatGPT), based on the professor's criteria, which have not been properly cited will be graded as a 0. This may also result in sanctions such as the loss of the right to take the subject exam (Artículo 168 del Reglamento General.)

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

English for Business Studies I. *Jonathan Holland*

Available in the university bookshop.



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<https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>