



<b>ASIGNATURA</b>	<b>Nombre:</b>	<i>El inglés de los negocios</i>		
	<b>Descriptor:</b>	<i>Strategies for Business Communication</i>		
	<b>Departamento:</b>	Filología Inglesa		
	<b>Área:</b>	Filología Inglesa, ESP.		
	<b>Código:</b>	D008	<b>Créditos ECTS:</b>	3
	<b>Horario:</b>	Wednesday, from 10 a.m. to 12 a.m.		
	<b>Cuatrimestre:</b>	1st term	<b>Aula:</b>	A2/0A22

<b>DOCENTE(S)</b>	<b>Nombre(s):</b>	Dra. Victoria Guillén Nieto
	<b>Tutorías:</b>	Tuesdays, from 10 a.m. to 2 p.m. at Office B11-Department of English Studies, Faculty of Arts, Building A- or through the Virtual Campus. In either case, appointments for interview will always be made through the Virtual Campus.
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### 1. NOMBRE DE LA UNIDAD

Unit 3. Asking for a Quotation and Giving a Quotation

### 2. OBJETIVOS

- a) To provide students with background information on the subjects to be covered in quotations when doing business: prices, transport and insurance costs, Incoterms, discounts, payment terms, and delivery date.
- b) To provide students with practice in business letter writing: “asking for a quotation” and “giving a quotation”.
- c) To exchange information over the phone on the terms of sale.

### 3. COMPETENCIAS

- a) To be able to write a letter asking for a quotation.
- b) To be able to write a letter giving a quotation.
- c) To be able to ask and give information on the terms of sale over the phone when doing business.



## 4. CONTENIDOS

### a) Asking for a Quotation

(From *Writing Strategies for Business Communication*. Victoria Guillén Nieto and Judith Williams. Unit 6. Asking for a quotation. Alicante: Agua Clara, 2004. Pp. 57-70. ISBN: 84-8018-251-2).

- Background Information (p. 57-61)
- Specimen Letter A (p. 61)
- Comprehension Questions (p. 62)
- Specimen Letter B (pp. 62-64)
- Comprehension Questions (p. 64)
- Language Functions (pp. 64-65)
- Style (p. 65)
- Grammar Practice (p. 66)
- Cloze Text 1 (pp. 66-67)
- Cloze Text 2 (pp. 67-68)
- Vocabulary Building (p. 69)
- Translation Task (p. 69)
- Writing Tasks (p. 70)
- Company Simulation Tasks (p. 70)
- Glossary (p. 70)

### b) Exchanging information over the phone: The Terms of Sale

## 5. METODOLOGÍA

The methodological approach in this unit will include: (a) pair-work, (b) small group tasks, (c) interacting with other groups of students –wholesalers and retailers- via e-mail and phone, and (c) a business report of the tasks carried out.

## 6. PLAN DE TRABAJO Y ACTIVIDADES DE APRENDIZAJE



<b>ACTIVIDADES PRESENCIALES</b>			
<b>ACTIVIDAD</b>	<b>CLASE TEORÍA</b>	<b>CLASE PRÁCTICA</b>	<b>DESARROLLO DE ACTIVIDADES EN GRUPOS PEQUEÑOS. TUTORÍAS DOCENTES</b>
Presentation	0.5	0.5	
Company simulation			2
<b>TOTAL:</b>	<b>0.5</b>	<b>0.5</b>	<b>2</b>

  

<b>ACTIVIDADES NO PRESENCIALES</b>			
<b>ACTIVIDAD</b>	<b>ESTUDIO ASIGNATURA</b>	<b>PRÁCTICAS FUERA DE HORARIO</b>	<b>DESARROLLO DE ACTIVIDADES EN GRUPOS PEQUEÑOS. TUTORÍAS DOCENTES</b>
	1	1	1
<b>TOTAL:</b>	<b>1</b>	<b>1</b>	<b>1</b>

## 7. EVALUACIÓN DE LA UNIDAD

Students' assessment will be carried out over:

- a) Active participation in the workshops.
- b) A written report on the tasks carried out for the company simulation game.

## 8. MATERIALES

- a) Set book.
- b) Handouts.

## 9. BIBLIOGRAFÍA

Alcaraz Varó, E. & B. Hughes 1996. *Diccionario de términos económicos, financieros y comerciales*. Ingles-Español, Spanish-English. Barcelona: Ariel.

Guillén Nieto, V. & J. Williams 2004. *Writing Strategies for Business Communication*. Alicante: Agua Clara.