



<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.
	<b>e-mail:</b>	victoria.guillen@ua.es
	<b>Teléfono:</b>	965909318

## 1. NOMBRE DE LA UNIDAD

Unit 4. Placing Orders & Acknowledging Orders

## 2. OBJETIVOS

- a) To provide students with background information on the ways customers may place orders: a letter placing an order, a company's official order form, telephone, Internet (e-business, B2B).
- b) To provide students with practice in business letter writing: "placing an order", and "acknowledging receipt of an order".

## 3. COMPETENCIAS

- a) To be able to write a letter placing an order.
- b) To be able to write a letter acknowledging receipt of an order.
- c) To be able to place an order over the phone.

## 4. CONTENIDOS



**a) Placing Orders and Acknowledging Orders.**

[From *Writing Strategies for Business Communication*. Unit 7. Placing Orders. Victoria Guillén Nieto and Judith Williams. Alicante: Agua Clara, 2004. Pp. 71-80 ISBN: 84-8018-251-2)

- Background Information (pp. 71-75)
- Specimen Letter A (pp. 75-76)
- Comprehension Questions (p. 76)
- Specimen Letter B (pp. 76-77)
- Specimen Document A (p. 77)
- Comprehension Questions (p. 78)
- Language Functions (p. 78)
- Style (p. 78)
- Grammar Practice (p. 78)
- Cloze Text 1 (p. 79)
- Vocabulary Building (p. 79)
- Translation Task (p. 80)
- Writing Tasks (p. 80)
- Company Simulation Tasks (p. 80)
- Glossary (p. 80)

(From *Writing Strategies for Business Communication*. Unit 8. Acknowledging Orders. Victoria Guillén Nieto and Judith Williams. Alicante: Agua Clara, 2004. Pp. 81-88. ISBN: 84-8018-251-2).

- Background Information (p. 81)
- Specimen Letter A (pp. 81-82)
- Comprehension Questions (p. 83)
- Specimen Document A (pp. 82-83)
- Specimen Letter B (p. 84)
- Specimen Document B (p. 85)
- Comprehension Questions (p. 86)



- Language Functions (p. 86)
- Style (p. 86)
- Grammar Practice (p. 87)
- Cloze Text 1 (p. 87)
- Vocabulary Building (p. 88)
- Translation Task (p. 88)
- Writing Tasks (p. 88)
- Company Simulation Tasks (p. 88)
- Glossary (p. 88)

**b) Placing an order over the phone.**

**5. METODOLOGÍA**

The contents of this unit will be taught through a company simulation game. This 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**

ACTIVIDADES PRESENCIALES			
ACTIVIDAD	CLASE TEORÍA	CLASE PRÁCTICA	DESARROLLO DE ACTIVIDADES EN GRUPOS PEQUEÑOS. TUTORÍAS DOCENTES
Presentation	0.5		
Company simulation		0.5	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.