



<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 6. Transportation and Shipping

## 2. OBJETIVOS

- a) To provide students with background information on the parties involved in international transport.
- b) To provide students with background information on the ways goods may be transported, as well as the necessary documentation required in road and rail transport, air carriage, and sea freight.
- c) To provide students with practice in dealing with transport documents: The Consignment Note, the Air Waybill, and the Bill of Lading.

## 3. COMPETENCIAS

- a) To be able to fill in a variety of shipping documents: The Consignment Note, the Air Waybill, and the Bill of Lading.



## 4. CONTENIDOS

### a) Transportation and Shipping

[From *Writing Strategies for Business Communication*. Unit 10. Transportation. Victoria Guillén Nieto and Judith Williams. Alicante: Agua Clara, 2004. Pp. 97-110. ISBN: 84-8018-251-2)

- Background Information (pp. 97-100)
- Specimen Document A (pp. 100-101)
- Comprehension Questions (p. 102)
- Specimen Document B (pp. 102-103)
- Comprehension Questions (p. 104)
- Style (pp. 104-105)
- Vocabulary Building (p. 105)
- Translation Task (p. 106)
- Writing Tasks (pp. 106-109)
- Company Simulation Tasks (p. 108)
- Glossary (p. 108)

(From *Writing Strategies for Business Communication*. Unit 11. Shipping (Sea Freight). Victoria Guillén Nieto and Judith Williams. Alicante: Agua Clara, 2004. Pp. 111-122. ISBN: 84-8018-251-2).

- Background Information (pp. 111-112)
- Specimen Document A (p. 113)
- Comprehension Questions (p. 114)
- Style (pp. 114-115)
- Cloze Text 1 (pp. 115-116)
- Cloze Text 2 (pp. 117-118)
- Vocabulary Building (p. 117)
- Translation Task (p. 119)
- Writing Tasks (pp. 119-120)
- Company Simulation Tasks (pp. 121-122)



-Glossary (p. 121)

## 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>

  

ACTIVIDADES NO PRESENCIALES			
ACTIVIDAD	ESTUDIO ASIGNATURA	PRÁCTICAS FUERA DE HORARIO	DESARROLLO DE ACTIVIDADES EN GRUPOS PEQUEÑOS. TUTORÍAS DOCENTES
	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.