



<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		
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## 1. NOMBRE DE LA UNIDAD

Introduction. The Company Simulation.

## 2. OBJETIVOS

- a) To introduce a Company Simulation game.
- b) To introduce students to the business world.
- c) To understand what a company is, namely its structural organization and legal framework.
- d) To give an oral presentation.
- e) To

## 3. COMPETENCIAS

- a) To know how companies are organized in the business world.
- b) To be able to recognize different types of companies and their trading activities.

## 4. CONTENIDOS



- a) The Company Simulation as a methodological approach to Business English teaching.
- b) Types of companies: (a) sector, (b) size, (c) structural organization, and (d) legal framework.
- c) The sales department.
- d) Trading activities.
- e) An oral presentation.
- f) A business report.

## 5. METODOLOGÍA

The contents of this introductory unit will be taught through a company simulation game. This will include: (a) small group tasks, (b) oral presentation, and (c) business report.

## 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		1
Oral presentation			1
Product presentation			2
<b>TOTAL:</b>	<b>1</b>		<b>4</b>

  

ACTIVIDADES NO PRESENCIALES			
ACTIVIDAD	ESTUDIO ASIGNATURA	PRÁCTICAS FUERA DE HORARIO	DESARROLLO DE ACTIVIDADES EN GRUPOS PEQUEÑOS. TUTORÍAS DOCENTES
	2	2	2
<b>TOTAL:</b>	<b>1</b>	<b>2</b>	<b>2</b>

## 7. EVALUACIÓN DE LA UNIDAD

Students' assessment will be carried out over:

- a) Oral presentation.
- b) Product presentation.
- c) Business report.

## 8. MATERIALES



- a) Handouts.
- b) Power point presentations.

## 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.