



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

DOCENTE(S)	Nombre(s):	Dra. Victoria Guillén Nieto		
	Tutorías:	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.		
	e-mail:	victoria.guillen@ua.es		
	Teléfono:	965909318		

1. NOMBRE DE LA UNIDAD

Unit 2. Making Contact

2. OBJETIVOS

- a) To provide students with background information on the different ways people in business may make contact: sales letters, e-commerce, B2B, etc.
- b) To provide students with practice in business letter writing: “making contact”.
- c) To provide students with practice in making contact over the phone when doing business.

3. COMPETENCIAS

- a) To be able to write a letter introducing one’s company and products.
- b) To be able to enquire about companies and products over the phone.

4. CONTENIDOS



a) Making contact

(From *Writing Strategies for Business Communication*. Victoria Guillén Nieto and Judith Williams. Unit 3 Making Contact. Alicante: Agua Clara, 2004. Pp. 27-36. ISBN: 84-8018-251-2).

- Background Information (pp. 27-28)
- Specimen Letter A (p. 28)
- Comprehension Questions (p. 29)
- Specimen Letter B (p. 29)
- Comprehension Questions (p. 30)
- Specimen Letter C (p. 30)
- Comprehension Questions (p. 31)
- Language Functions (p. 31)
- Style (p. 32)
- Grammar Practice (p. 32)
- Cloze Text 1 (p. 33)
- Cloze Text 2 (p. 34)
- Vocabulary Building (p. 35)
- Translation Task (p. 35)
- Writing Tasks (p. 35)
- Company Simulation Tasks (p. 36)
- Glossary (p. 36)

c) Enquiring about products and asking for a catalogue 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
TOTAL:	0.5	0.5	2

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

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.