# Advanced Business English

## Grado en Economía y Negocios Internacionales



UNIVERSIDAD NEBRIJA

# SYLLABUS

Course: Advanced Business ENglish

Degree: Grado en Economía y Negocios Internacionales

Type: Mandatory

Languages: This course will be taught in English

Modality: In-Person and Online

Credits: 6

Year: 2nd

Semester: Spring Semester

Professors and contact information: Instructors from the Institute of Modern Languages

## 1. COMPETENCIES AND LEARNING OUTCOMES

### 1.1. Competencies

Basic competencies
CB1
CB2
CB3
CB4
CB5

General competencies
CG6
CG8
CG11

Specific competencies

CE14

### 1.2. Learning outcomes

By the end of this course, the student should be able to effectively use the English language in professional situations

## 2. CONTENTS

### 2.1. Prerequisites

None.

### 2.2. Description

The course is designed to enable the student to communicate effectively and persuasively in professional situations. Emphasis is also given to developing writing skills by utilizing professionaltexts and business publications. Through the analysis of various aspects of the businessprofession the student will be encouraged to think creatively in job situations and use advanced linguistic tools confidently in a professional English-speaking context.

### 2.3. Covered Topics

**Unit 1 MANAGEMENT– Academic Writing for Management Reporting**

**Unit 2 LEADERSHIP & TEAMWORK– Academic Writing for Comparison and Explanation**

**MIIDTERM WRITTEN EXAM**

**Unit 3 ETHICS – Academic Writing for Cause, Effect and Argumentation**

**Unit 4 NEW TRENDS – Academic and Professional Writing Genres**

**FINAL WRITTEN EXAM**

### 2.4. Individual / Group Assignments

Exercises focused on the assimilation and consolidation of the content.
Project development

### 2.5. Learning Activities

| In-Person Learning | Hours | Attendance % |
|---|---|---|
| AF1 Lecture / Theoretical Foundations | **45** | **100%** |
| AF2 Case Studies | **9** | **100%** |
| AF3 Tutorial | **9** | **100%** |
| AF4 Individual / Group Assignments | **18** | **0%** |
| AF5 Online Assignments | **6** | **50%** |
| AF6 Extracurricular Materials | **6** | **0%** |
| AF7 Self Study | **57** | **0%** |

| Online Learning | Hours | Attendance % |
|---|---|---|
| AF8 Online Lecture | **12** | **50%** |
| AF9 Online Case Studies | **12** | **0%** |
| AF5 Online Assignments | **48** | **0%** |
| AF6 Extracurricular Materials | **18** | **0%** |
| AF7 Self Study | **24** | **0%** |
| AF10 Online Tutorial | **12** | **100%** |
| AF11 Individual / Group Assignments | **24** | **50%** |

**Methodologies:**

**In-Person:** MD1, MD2, MD3, MD4
**Online:** MD1, MD2, MD3, MD4

## 3. GRADING RUBRICS

### 3.1. Grades

Grades are calculated as follows:

0 - 4.9 Fail (SS)
5.0 - 6.9 Pass (AP)
7.0 - 8.9 Notable (NT)
9.0 - 10 Outstanding (SB)

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or greater than 9.0.

### 3.2. Evaluation criteria

Ordinary Session

Modality: In-Person

| Evaluation Criteria | Percentage |
|---|---|
| S1 Attendance and Participation | 10% |
| S2 Individual / Group Assignments | 30% |
| S3 Midterm Exam (On-Site) | 10% |
| S4 Final Exam (On-Site) | 50% |

Modality: Online

| Evaluation Criteria | Percentage |
|---|---|
| S10 Participation (Forums and Supervised Activities) | 10% |
| S2 Individual / Group Assignments | 30% |
| S4 Final Exam (On-Site) | 60% |

Extraordinary Session

Modality: In-Person

| Evaluation Criteria | Percentage |
|---|---|
| S2 Individual / Group Assignments | 30% |
| S4 Final Exam (On-Site) | 70% |

Modality: Online

| Evaluation Criteria | Percentage |
|---|---|
| S2 Individual / Group Assignments | 30% |
| S4 Final Exam (On-Site) | 70% |

### 3.3. Restrictions

Minimum Grade
To be able to qualify for inclusion of the above evaluation criteria percentages in the calculation of the final grade, it is necessary to obtain at least a grade of 5.0 in the final test.

Attendance
Student who have missed more than 25% class meetings (unexcused) may be denied the right to take the final exam in the ordinary session.

Writing Standards
Special attention will be given to written assignments, as well as to exams, regarding both presentation and content in terms of grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in point deduction.

### 3.4. Plagiarism Warning

Nebrija University will not tolerate plagiarism under any circumstances. Reproducing content from sources other than a student's own work (the internet, books, articles, and peers' work, among others) without proper citation will be considered plagiarism.

If these practices are detected, they will be considered a serious offense, and the sanctions provided for in the Student Regulations may be applied.

## 4. BIBLIOGRAPHY


- Bailey, S. (2015). *Academic Writing for International Students of Business* (2ª ed.). Routledge.
- De Chazal, E., & Moore, J. (2013). *Oxford EAP: Advanced/C1: A Course in English for Academic Purposes*. Oxford University Press.
- Paterson, K., & Wedge, R. (2013). *Oxford Grammar for EAP: English grammar and practice for Academic Purposes*. Oxford University Press