Universidad de Navarra

Comunicación empresarial 1-Grupo B

Teaching guide 2026-27

OVERVIEW

Course description: Students learn how to communicate effectively in English in business settings, using the correct vocabulary and appropriate register in a variety of business situations. The course also focuses on the importance of efficient oral and written style.

- **Degree**: Grado en Gestión Aplicada / Bachelor in Applied Management
- **Department:** School of Applied Management / Escuela de Gestión Aplicada
- **Year:** First
- **Semester:** First
- **ECTS**: 6
- **Requirements:**
- **Lecturer:** Ana Belén Martínez García
- **Type of course:** *Básica*
- **Module:** Communication and Modern Languages
- **Matter:** *Comunicación en las Organizaciones*
- **Language:** English
- Class schedule

LEARNING OUTCOMES (Competences)

BASIC AND GENERAL COMPETENCES

RA19 Students must be able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences. *Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado.*

SPECIFIC COMPETENCES

RA24 Students must make effective use of the organization's internal and external communication channels. *Utilizar eficazmente los canales de comunicación interna y externa de la organización.*

RA26 Students must prepare and present the information in the appropriate format and medium for use and transfer. *Elaborar y presentar la información en el formato y soporte adecuado que permita su uso y transferencia.*

PROGRAM

1. Business Communication: The Basics
2. Qualities of Effective Writing: The 5 Cs (Clarity, Completeness, Conciseness, Consistency, Correctness)
3. Writing business emails
4. Managing meetings: agenda setting, minute-taking
5. Writing business reports and proposals
6. Oral presentation skills for business

EDUCATIONAL ACTIVITIES

	HOURS	ATTENDANCE
AF1 lectures and/or seminars	60	100%
AF2 Individual or group assignments and personal work	90	0%
AF4 Oral presentations and defenses	1	100%

ASSESSMENT

ORDINARY CALL

Assessment of the subject consists of two parts (continuous assessment and SE3). **In order to pass the subject, students must pass both parts.** Students who fail a part receive a grade of 4.0. The following table shows the weight of each of part.

	WEIGHT
Continuous assessment	70%
SE3 Partial and final assessment	30%

The breakdown of continuous assessment is as follows:

	TOTAL
SE2 Problem solving and/or case studies	20%
SE5 Assessment of individual and/or team assignments and projects*	40%
SE6 Project presentation and oral defense**	10%

* The assessment of team assignments corresponds to those turned in during the semester as per the project calendar.

** The grade of the oral presentation and defense corresponds to the presentation format defined in the project.

EXTRAORDINARY CALL

In order to pass the subject, it is necessary to pass both parts (continuous assessment and SE3). Students who fail either part will receive a final grade of 4.0. Certain situations may arise, like the ones described below.

1. Students fail the subject when they receive a grade of less than 5.0 in the partial and final assessment, but pass the continuous assessment.

In this case, the grade in the continuous assessment remains valid and the student must take an exam on the entire subject. The weight of the continuous assessment and the partial and final assessment remains valid as in the ordinary session.

2. Students fail the continuous assessment.

In this case, the grade of the partial and final assessment remains valid and, by the day of the exam of the extraordinary session, students must submit the assignment specified by the professor. The weight of the continuous assessment and the partial and final assessment remains valid as in the ordinary session.

3. Students fail both parts of the subject.

In this case, on the day of this session, students must take the exam and submit the assignment specified by the professor. The weight of the continuous assessment and the partial and final assessment remains valid as in the ordinary session.

4. Students request to attend the extraordinary session who received a grade of 5.0 or higher on the exam in the ordinary session. In this case, the final grade of the subject is the one from this session, which may be higher or lower than or the same as (including a failing grade) the grade on the exam in the ordinary session. In addition, students who request to attend an exam, but fail to show up will be recorded as a “No Show” and will have to take the subject again.

On the day of the resit, students must take the exam and submit the assignment specified by the professor. The weight of continuous assessment and partial and final assessment remains valid as in the ordinary session.

PLAGIARISM AND COPYING

Plagiarism in the submission of assignments and other irregularities such as cheating during exams will be penalized in accordance with the regulations.

Plagiarism is “presenting another person’s work or ideas as your own, with or without their consent, by including them in your work without full acknowledgement. This applies to any material—printed, digital, unpublished, or generated by AI” (University of Oxford, n.d.).

For further details on specific forms of plagiarism, such as verbatim copying, paraphrasing without citation, collusion, inaccurate referencing, and self-plagiarism, see the University of Oxford Academic Skills guidance: https://www.ox.ac.uk/students/academic/guidance/skills/plagiarism.

Please note that AI#generated content must not be cited as an author. In these cases, please cite the original sources the content is based on and not the AI tool. Otherwise, using AI texts without acknowledgement also counts as plagiarism.

References:

University of Oxford. (n.d.). "Plagiarism." In *Academic Skills*. Retrieved June 10, 2025, from https://www.ox.ac.uk/students/academic/guidance/skills/plagiarism

OFFICE HOURS

Friday 10-11am.

Meetings can be arranged both in person and online. Previous appointment is required.

Please contact Dr. Ana Belén Martínez García (Anabel, for short) via email: abmartinezg@unav.es

Office 5090 is located in the Amigos building on the fifth floor.

REFERENCES & ONLINE RESOURCES

Ashley, A. (2006a). *Oxford Handbook of Commercial Correspondence*. Oxford University Press. Find it in the library.

Ashley, A. (2006b). *Oxford Correspondence Workbook*. Oxford University Press (Rev. ed.). Find it in the library.

Bailey, S. (2020). *Academic Writing for International Students of Business*. Routledge (2nd ed.). Find it in the library.

Brown, L. (1995). *Effective Business Report Writing*. Prentice-Hall (2nd ed.). Find it in the library.

Dwyer, J. (2020). *The Business Communication Handbook*. Cengage (11th ed.). Find it in the library.

Lewis, P. V., & Baker, W. H. (1978). *Business Report Writing*. Grid. Find it in the library.

Mort, S. (2017). *Professional Report Writing*. Routledge. Find it in the library.

BUSINESS ENGLISH DICTIONARIES:

Cambridge Business English Dictionary. (2011). Cambridge University Press.

Longman Dictionary of Business English. (1982). Longman. Find it in the library.

Oxford Dictionary of Business and Management. (2006). Oxford University Press.

BILINGUAL BUSINESS DICTIONARIES:

Business Spanish Dictionary: Spanish-English, English-Spanish = Español-inglés, inglés-español. (1997). Collin. Find it in the library.

Diccionario empresarial : español-inglés, inglés-español : con definición del término. (1987). Evergráficas. Find it in the library.

PRACTICE PLATFORMS:

- http://www.cuadernodeingles.com/secciones/ingles_negocios.htm

- http://www.cuadernodeingles.com/secciones/audio_avanzado.htm
- https://learnenglish.britishcouncil.org/business-english

ONLINE RESOURCES:

- http://www.wsj.com/
- https://www.bbc.com/news/business
- http://money.cnn.com/
- http://www.economist.com/
- http://www.ft.com/
- http://www.thetimes.co.uk/edition/business
- http://www.nytimes.com/
- https://www.ted.com/