



Universidad
de Navarra

Comunicación empresarial 1-Grupo B (ISSA)

Teaching guide 2023-24

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:** ISSA School of Applied Management
- **Year:** First
- **Semester:** First
- **Temporal organization:**
- **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](#)

COMPETENCES

BASIC AND GENERAL COMPETENCES

CB4 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

CE5 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.*

CE7 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 (Clearness, Completeness, Conciseness, Consistency, Correctness)
3. Writing business emails and letters
4. Managing meetings: agenda setting, minutes
5. Writing short and long 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 Oral presentation and oral defense**	10%

* The assessment of assignments and projects corresponds to those turned in during the semester according to the project calendar.

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

EXTRAORDINARY CALL

Certain situations may arise, like the ones described below. However, **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.

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, on the day of the exam of the extraordinary session, students must submit the assignment specified by the professors. 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 professors. 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.

In this assessment, on the day of this session, students must take the exam for the partial and final assessment and submit the assignment specified by the professors. The weight of



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the continuous assessment and the partial and final assessment remains valid as in the ordinary session.

PLAGIARISM AND COPYING

In the event of plagiarism in the submission of assignments and other irregularities such as cheating during exams, it will be penalized in accordance with the regulations, and such infringement will be recorded in the academic record.

OFFICE HOURS

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.

BIBLIOGRAPHY AND RESOURCES

ASHLEY, A. *Oxford Handbook of Commercial Correspondence*. Oxford University Press, 2006.
[Find it in the library.](#)

ASHLEY, A. *Oxford Correspondence Workbook*. Oxford University Press, New Edition, 2006.
[Find it in the library.](#)

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

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

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

LEWIS, P. V. & BAKER, W. H. *Business Report Writing*. Grid, 1978. [Find it in the library.](#)

MORT, S. *Professional Report Writing*. Routledge, 2017. [Find it in the library.](#)

BUSINESS ENGLISH DICTIONARIES:

1. *Cambridge Business English Dictionary*. Cambridge University Press, 2011.
2. *Oxford Dictionary of Business and Management*. Oxford University Press, 2006.
3. *Longman Dictionary of Business English*. Longman, 1982. [Find it in the library.](#)

BILINGUAL BUSINESS DICTIONARIES:

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



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

PRACTICE PLATFORMS:

1. http://www.cuadernodeingles.com/secciones/ingles_negocios.htm
2. http://www.cuadernodeingles.com/secciones/audio_avanzado.htm
3. <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/>