

ECTS - Instituto Superior de Contabilidade e Administração do Porto

Degree: International Mobility Programmes

Course: Business English IV

Academic Year: 2014/2015

Academic year: 1

Number of Credits (ECTS): 5.0

Term: Summer Semester

Attendance: Mandatory

Course Responsible Teacher: Mestre Susana Cunha

Objectives:

Generic:

To communicate orally and in writing, using grammatical, discursive, sociolinguistic and strategic competences, in interactional situations in English.

Specific:

Understand extended speech even when it is not clearly structured and when relationships are only implied and not signalled explicitly.

Understand long and complex texts, appreciating distinctions of style.

Understand specialised articles and longer technical instructions, especially those related to the main subject matters of the course.

Express oneself fluently and spontaneously without much obvious searching for expressions.

Use language flexibly and effectively for social and professional purposes.

Formulate ideas and opinions with precision and relate skilfully to those of other speakers.

Express oneself in clear, well-structured text, expressing points of view at some length.

Write about complex subjects in a letter, an essay or a report in a style appropriate to the reader in mind.

Syllabus:

1. STYLE AND REGISTER

1.1 Speaking vs. writing

1.2 Types of text

1.3 Formal & informal language

1.4 Letter writing

1.5 Degrees of formality

2. CUSTOMER RELATIONS

2.1 Customer rights

2.2 The Corporation

2.3 Consumer goods

2.4 Customer services

2.5 Customer complaints

3. LAW AND ETHICS

3.1 Crime and law

3.2 Law and order

3.3 A question of scruples

3.4 International business ethics

3.5 Codes of conduct

Teaching methodologies:

Communicative classroom activities, including role-plays, simulations and pair and group work.

Exposure to and exploration of authentic written and spoken materials.

Use of multimedia teaching/learning tools.

Assessment Methods:

I # Continuous Assessment

Percentages:

Test 1: 20%

Test 2: 20%

Test 3: 20%+20%

Speaking: 20%

II # Final assessment

Written examination.

Minimum grade - 7/20

References:

Files:

Class File
Practice Tests

Mestre Susana Cunha

S. Mamede Infesta, 23 de Abril de 2014