



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 professional texts and business publications. Through the analysis of various aspects of the business profession 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 Unit 2 MARKETING MIDTERM ORAL PROJECT DEFENCE MDTERM EXAM Unit 3 ETHICS Unit 4 NEW TRENDS FINAL ORAL PROJECT DEFENCE FINAL 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

Baade, K., Holloway, C., & Hughes, J. (2018). *Business Result - Advanced*. Oxford University Press.

Dubicka, I., O'Keeffe, M., & Rogers, J. (2019). *Market Leader Advanced: Business English Course Book*. FT Publishing Financial Times.

Mascull, B. (2018). *Business vocabulary in use*. Cambridge University Press.

Taylor, J., & Zeter, J. (2021). *Business English*. Express Publishing