



FACULTAD DE CONTADURÍA Y ADMINISTRACIÓN
LICENCIATURA EN CONTADURÍA PÚBLICA

PROGRAMA DE ESTUDIOS

1. IDENTIFICATION DATA			
LEARNING UNIT	BUSINESS ENGLISH I		
Key:	7316		
Semester and Study Area:	Third Semester – Study Area: English – Location: Generic competencie.		
Hours and Credits:	Theoretical: 32	Practical: 48	Self-study: 16
	Semester hours: 96		Credits: 6
Graduate profile competency that contributes to:	Uses English to communicate within multicultural protocol and understands scientific and technical information related to international business, respecting the authorship and quotation criteria.		
Competence component developed in the learning unit:	Uses English to get information about different cultures and their way to do business (merchandise and services) based on grammar structures and business English vocabulary.		
Related learning units:	Requires the English knowledge		
Professors in charge of the course development:	LNCI. Margarita Aguilera Verdugo MC. Tania Wong Escárrega LCP. Mariela Sánchez Michel Sánchez LDII. Angelica Sainz Nuñez		Date: 15/08/2015
Professors in charge of updating:	MC. Grissel Cruz Reatiga IBQ. Nohely López Flores Mc. Amada Marisela Félix Derat Dr. Jesús Octavio Quiñónez Gastélum MC. Karla Marcela Torres Carrillo LCP. Mariela Sánchez Michel Sánchez Lcp. José Gilberto Baeza López LDII. María Angélica Sáinz Núñez L.A.F Leonor Alicia Ramos Depraect Dra. Claudia Lizbeth Tirado Gálvez Dra.Tania Wong Escarrega Dra. Grecia Itzel Tirado Gálvez		Date: 09/09/2020



LDII Rafael López Soto
I.I.A. Jaime Rafael Martínez Medina
LCC Heriberto Palomares Lizárraga

2. PURPOSE

Help students to understand English, speak it and make them able to write it and read it within a multicultural environment regarding business and trade.

3. KNOWLEDGE

Theoretical:

- Demonstrates the correct grammar use of time clauses, question formation, present simple and present continuous, adjectives, comparatives

Practical:

- Learn how can you introduce yourself
- Describe things in an office
- Compare products and services of a bank
- Discuss about the different currencies

Attitudinal:

- Respects the cultural differences in the international business.
- Is willing to respond accurately in any situation.

4. CONTENT

I. PERSONAL FINANCE

- Getting to know you
- Names and numbers
- Paying for things
- Managing your money
- Writing: expense budget
- Speaking: Introduce yourself

II. JOBS IN BANKING

- Starting out
- What do you do every day?
- What's your job?
- Customer care
- Writing: describe your ideal job
- Speaking: explain why

III. BANKING PRODUCTS AND SERVICES

- Products and services
- What can you do?
- What can banks give to customers?



- d) Customer service
- e) Writing: Describe different products and services to the customers
- f) Speaking: Compare the differences between two banks using the comparatives adjectives

IV. BANK TRANSACTIONS

- a) What can they do?
- b) How can I help you?
- c) Foreign currency
- d) Asking questions
- e) Writing: Develop the activities that are done in a banking transaction
- f) Speaking: Represent a bank transaction acting

5. ACTIVITIES TO DEVELOP THE COMPETENCIES

Professor activities: Syllabus presentation, topics presentations, case studies, video projection, use of realia, activities monitoring, supervising the class peace.

Students activities: Case studies analyzes, discussion, oral presentations, readings, group activities, writing projects, listening activities.

6. COMPETENCY ASSESSMENT

6.1. Evidence	6.2. Performance criteria	6.3. Grading and certification
Case studies analyzes, discussion, oral presentations, readings, group activities, writing projects, listening activities, written exams (four).	Spelling, grammar, structure, sources, coherence, pronunciation.	Assessment criteria: written exams (four), research projects (four), oral expositions (two).
6.4. Quality control means Rubrics, portfolio, students' profile (attendance, homework, projects, participation, behavior).		

7. INFORMATION SOURCES



Basic:

English for Banking & Finance, 1 course book. Rosemary Richey. Series editor David Bonamy. Pearson, Longman.

English for Banking & Finance, 1 CD room pack. Rosemary Richey. Series editor David Bonamy. Pearson, Longman

Complimentary:

- ✓ English grammar. Betty Schramper Azar. Longman.
- ✓ International Dictionary of Idioms. Ed. Cambridge University Press.
- ✓ The American heritage dictionary. 21st century. Ed. Dell publishing.
- ✓ Business English. Murray. Ed. Mc Graw hill.
- ✓ English Know How, Gill Adams. Ed. Oxford University Press.
- ✓ Business Opportunities. Hollet, Vicki. Ed. Oxford

8. PROFESSOR PROFILE:

Bachelor's required, some may require an MBA. Qualifications and experience according to the area of teaching. Professor must have good management class skills.