



**FACULTAD DE CONTADURÍA Y ADMINISTRACIÓN**  
**LICENCIATURA EN ADMINISTRACIÓN DE EMPRESAS**

**PROGRAMA DE ESTUDIO**

1. IDENTIFICATION DATA			
<b>LEARNING UNIT</b>	<b>BUSINESS ENGLISH II</b>		
<b>Key:</b>	7421		
<b>Semester and StudyArea:</b>	Forth Semester - Study Area: English - Location: Generic competencie.		
<b>Hours and Credits:</b>	<b>Theoretical: 32</b>	<b>Practical: 48</b>	<b>Self-study: 16</b>
	<b>Semesterhours: 96</b>		<b>Credits: 6</b>
<b>Graduate profile competency that contributes to:</b>	Uses English to communicate within multicultural protocol and understands scientific and technical information related to international business, respecting the authorship and quotation criteria.		
<b>Competence component developed in the learning unit:</b>	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.		
<b>Related learning units:</b>	Requires the knowledge given in English I. Gives support to the following learning units: EnglishI,		
<b>Professors in charge of the course development:</b>	LNCI. Margarita Aguilera Verdugo MC. Tania Wong Escárrega LCP. Mariela Sánchez Michel Sánchez LDII. Angélica Sainz Núñez		<b>Date:</b> 09/07/2015
<b>Professors in charge of updating:</b>	DR. Tania Wong Escárrega LCP. Mariela Sánchez Michel Sánche MC. Karla Marcela Torres		<b>Date:</b> 19/01/2023



## 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

<b>Theoretical:</b>	<ul style="list-style-type: none"> <li>• Demonstrates the correct grammar use of time clauses, question formation, future tenses, past tense, present continuous and investments.</li> </ul>
<b>Practical:</b>	<ul style="list-style-type: none"> <li>• Discuss new businesses and business sectors and dealing with numbers.</li> <li>• Discuss how and when to plan to the future businesses.</li> <li>• Discuss the qualities of a good accountant and socialising and entertaining.</li> <li>• Discuss prediction about the economy indicators and presenting them.</li> </ul>
<b>Attitudinal:</b>	<ul style="list-style-type: none"> <li>• Respects the cultural differences in the international business.</li> <li>• Is willing to respond accurately in any situation.</li> </ul>

## 4. CONTENT

### I. INVESTMENT

- Investment money
- Portfolios (spreading the risk)
- Stock Market
- Arrangement and appointments
- Writing: Portfolio
- Speaking: Arrangement

### II. A CAREER IN ADMINISTRATION

- Administrative profession
- Future intentions
- Administration Jobs
- Qualities needed to be an Administrator
- Writing: qualities and habilities

### III. ADMINISTRATOR'S LIFE

- Past tense
- Calculations and figures
- Stages in your career
- Tax return
- Writing: How became an accountant

### IV. THE ECONOMY

- Economy indicators
- Trends in the economy



- c) Predictions
- d) Positive and negative news
- e) Central bank
- f) Writing: News
- g) Speaking: Give the news

### 6. 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:** Mind maps, 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, homeworks, projects, participation, behavior).

### 7. INFORMATION SOURCES

#### Basic:

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

#### Complimentary:

- English grammar. Betty SchramperAzar. 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.

