



FACULTY OF COMMERCE AND TOURISM

UNIVERSITY COMPLUTENSE

MADRID



FACULTAD DE  
COMERCIO Y TURISMO

## BACHELOR IN COMMERCE

<b>Course title</b>	<b>English for International Business</b>	<b>Code</b>	<b>801965</b>
<b>Module</b>	<b>Complementary education</b>	<b>Subject</b>	<b>Complementary elective</b>
<b>Type of course</b>	<b>Optional</b>		
<b>Number of Credits allocated</b>	<b>6 ECTS</b>	<b>Mandatory class attendance</b>	<b>3,3</b>
		<b>Attendance not mandatory</b>	<b>2,7</b>
<b>Year</b>	<b>3rd, 4th</b>	<b>Semester</b>	<b>Second</b>

<b>Department</b>	<b>English Studies: Linguistics and Literature</b>
<b>Coordinator</b>	<b>Email</b>
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### SYNOPSIS

#### BRIEF DESCRIPTION

International negotiation is an interaction between very diverse commercial agents in order to produce benefits for both parties. In international negotiation, the command of the English language for specific purpose plays a very important role. The English language applied to international negotiations involves both an appropriate methodology and practice of the negotiating process. The aim of the course is to study each of its parts,

different styles, strategies and linguistic and communicative components in an international and multicultural context.

### PREREQUISITES

Students should have an intermediate level of English (B1+ according to the *Common European Framework of Reference for Languages, CEFR*).

### COURSE OBJECTIVES

#### LEARNING OUTCOMES

- Acquire proficiency in the field of commercial negotiations both orally and in writing.
- Use the specific vocabulary and phraseology, idioms and business language and apply it to different situations of commercial activity.
- Learn to negotiate in English and use different negotiation techniques.

#### COMPETENCIES

##### Core competencies:

**CG2** - Acquire communication skills, interpersonal cooperation and teamwork to ensure smooth cooperation with the agents involved in commercial activities.

**CG3** - Understand and comprehend different cultural realities to establish commercial contacts and facilitate the global development of the markets and countries involved and adapt the different commercial strategies to both, consumers and to the societies in which they operate.

**CG4** - Understand and apply techniques of negotiation, decision-making and control regarding commercial relationship.

##### Specific competencies:

CE18 – Become proficient in English, both orally and in writing and apply these language skills to the field of commerce, such as for instance to business negotiations at international level.

### COURSE CONTENTS

#### Syllabus

The course covers the following areas:

The following topics will be covered:

1. **Introduction**  
Successful negotiation – stages
2. **Preparing to negotiate**  
Setting objectives.  
The HIT table.  
The successful negotiator.



- 3     **Setting Objectives**  
       Prioritizing objectives.  
       Drawing up the agenda.
  
- 4     **Getting to know the other side.**  
       Arranging a meeting and agreeing agenda points.
  
- 5     **The Meeting**  
       Invitation to a meeting.  
       Last-minute changes to the agenda.  
       The meeting's goals.
  
- 6     **Opening the negotiation**  
       Establishing rapport with partners.  
       Setting the agenda.
  
- 7     **Making Proposals**  
       Presenting a proposal and responding to it.  
       Offering a counterproposal.
  
- 8     **Clarifying information.**  
       Expressing possibilities and impossibilities.  
       Linking offers to conditions.
  
- 9     **A New Offer**  
       Types of negotiation  
       Clarifying positions  
       Introducing new ideas and resolving differences.
  
- 10    **Enquiring about offers and expressing opinions.**  
       Suggesting a solution.
  
- 11    **Dealing with Deadlock**  
       Handling conflicts and dealing with differences.  
       Settling matters.  
       Expressing agreement and disagreement.
  
- 12    **Asking pertinent questions.**  
       Making and obtaining concessions.  
       Encouraging agreement.
  
- 13    **Reaching Agreement**  
       Finalizing the agreement.  
       Setting up an action plan.  
       Closing negotiations.



In the above-mentioned contents, the four language skills will be applied to professional contexts in international commerce:

-reading comprehension of texts (memo, schedule, cover letter, agenda, business plan, executive reports, case studies, etc.),

-speaking skills to participate in business negotiations on terms and conditions of a contract, (clarify positions, make a proposal, offer a counterproposal, reach a deal, etc.),

-writing skills to set up the agenda, amend points, express conditions and possible results, suggest solutions etc.

Socio-cultural aspects with regard to business networking and practices, cultural differences in international meetings will be studied.

Special attention is given to ESP (English for specific purposes) with its prototypical semantic constructions and their syntactic functions in the business context.

TEACHING ACTIVITIES	% OF TOTAL CREDITS	ATTENDANCE
Attendance and active participation in class	42%	100
Guided activities	8%	50
Autonomous learning	8%	0
Team work	25%	0
Other activities	17%	60

#### COURSE ASSESSMENT

ASSESSMENT METHODS	PERCENTAGE OF FINAL MARK
Oral or written exams	60 %
Presentations	15 %
Projects and reports	20 %
Student's participation and performance in class	5 %



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## RESOURCES

### BASIC BIBLIOGRAPHY

Lafond, Ch., Vine, S., Welch, B. (2010): *English for Negotiating*. Oxford Express Series: Business English. Oxford: Oxford University Press.

Flower, J. (1990): *Business Vocabulary*. Heine ELT: Language Teaching Publications.

Laws, A. (2000): *Negotiations*. Oxford: Summertown Publishing.

Lowe, S., Pile, L. (2007): *Negotiating*. New Delhi: Delta Publishing.

O'Connor, P., Pilbeam, A., Scott-Baqrrett, F. (1992): *Negotiating*. Harlow: Longman.

## ADDITIONAL REFERENCES

Cotton, D. et al. (2005): *Market Leader. Intermediate Business English Course Book*. New Edition. Harlow: Pearson Longman.

Powell, M. (2014): *In Company 3.0 Intermediate*. Oxford: Macmillan.

Sweeney, S. (1997): *English for Business Communication*. Cambridge: Cambridge University Press.

Business documents and press articles (taken from The Financial Times, The Economist, etc.), business websites, etc.

Websites:

[iate.europa.eu](http://iate.europa.eu)

[www.ft.com](http://www.ft.com)

[www.economist.com](http://www.economist.com)

[www.bbc.co.uk/news/business](http://www.bbc.co.uk/news/business)

[www.businessweek.com](http://www.businessweek.com)

[www.forbes.com](http://www.forbes.com) <http://europe.wsj.com>

## Language of tuition

English

## Additional information

During the course students will give presentations, work on case studies, draw up reports, study negotiations and learn from sample solutions. The proposals presented will be discussed in group.

