



Escuela Universitaria de Estudios Empresariales  
Diplomado en Ciencias Empresariales



PROGRAMA 2º CURSO (922)

**ASIGNATURA INGLÉS 2º**

**PLAN DE ESTUDIOS 1975**  
**PUBLICADO SEGÚN LA RESOLUCIÓN DE FECHA 19/07/75**  
**B.O.E. 12/09/75**

**UNIT 1.- DEALING WITH NUMBERS**

**Language Summary:**

Numbers, Decimals, Numbers after Decimals, Percentages, Totals, Fractions, Mathematical Symbols, Rates and Ratios.

**Topics:**

Population of the EEC  
Mathematical Expressions  
Currencies

**Activities:**

Saying Figures  
Listening and Completing the Missing Information  
Writing Mathematical Expressions



**UNIT 2.- PRESENTING INFORMATION**

**Language Summary:**

Signals of Presentation  
Introduction of Subject  
Sequencing  
Reference to text/visuals  
Changes of Topic  
Conclusions

**Topics:**

Consumer Prices  
Steel Production  
Assaults in Nordic Countries

**Activities:**

Listening and Writing Signals of Presentation  
Making Presentations  
Listening for Information  
Listening and Drawing Curves  
Writing a Presentation

**UNIT 3.- TRENDS**

**Language Summary:**

Upward and Downward Movements  
Stability and Fluctuation  
Intensifiers and Softeners  
Rates of Change  
Use of Prepositions

**Topics:**

Car Sales  
Population  
Road Accidents  
Industry and the Economy  
Non-alcoholic Drinks



**Activities:**

Listening for Information  
Listening and Writing  
Presenting Statistics  
Describing Graphs

**UNIT 4.- COMPARISON, CONTRAST AND SIMILARITY**

**Language Summary:**

Comparison  
Intensifiers and Softeners of Comparison  
Contrast  
Similarity

**Topics:**

Hospital Beds and Doctors  
Televisions and Cars  
Divorce Rates  
Work Patterns  
Flexible Working Hours

**Activities:**

Reading charts and Listening for Information  
Writing commentaries on Charts  
Writing Paragraphs  
Making Presentations  
Gap-filling Exercises  
Report Writing

**UNIT 5.- PRESENTING INFORMATION**

**Language Summary:**

The Use of Reference Words:  
Personal Pronouns, Relative Pronouns, Possessive Pronouns,  
Demonstrative Pronouns, etc.

**Topics:**

Population Density  
Imports and Gross Domestic Product  
Executive Life-Style  
Flexitime Programmes

**Activities:**

Reading for the Reference Words  
Completing texts by using Reference Words  
Reading and Identifying What the Reference Words Refer to Listening  
and Saying What the Reference Words Refer to.  
Rewriting a text using reference words given.

**UNIT 6.- CAUSE ,EFFECT AND PURPOSE**

**Language Summary:**

Cause Connectors  
Effect Connectors  
Purpose Connectors

**Topics:**

Weekend homes  
Investment in a weekend cottage  
Sales Problems  
Boat Building Companies

**Activities:**

Reading and Noticing the Cause and Effect Signals.  
Listening for Information  
Making Presentations  
Report Writing using Cause,Effect and Purpose Signals.



**UNIT 7.- COMMERCIAL CORRESPONDENCE**

**A. COMMERCIAL LETTER**

**A.1. LETTER LAYOUT**

- A.1.a. Semi-Indented Style
- A.1.b. The Fully Blocked Style
- A.1.c. Block Style with Mixed Punctuation
- A.1.d. Modified Block Style
- A.1.e. Date
- A.1.f. Some ways to open a letter
- A.1.g. Closing a letter

**A.2. PARTS OF THE LETTER**

**A.3. PLANNING A BUSINESS LETTER**

**A.4. BEGINNING AND ENDING A LETTER: SOME LINGUISTIC EXPRESSIONS**

**A.5. VOCABULARY:**

- A.5.a. Abbreviations
- A.5.b. Terms in the Mail

## **B. ACTIVITIES : WRITING LETTERS**

- B.1.** Applying for a Job
- B.2.** Making Enquiries / Replying to Enquiries
- B.3.** Placing Orders / Dealing with Orders
- B.4.** Complaints



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## **UNIT 8. TELEPHONING**

### **A. TELEPHONE TECHNIQUES**

### **B. SPELLING**

### **C. EMERGENCY PHRASES**

### **D. RECEIVING CALLS**

- D.1** Answering at a switchboard
- D.2** Answering in an office or at a private number
- D.3** Answering by giving a telephone number
- D.4** Asking for the Caller Identification
- D.5** Asking the Caller to Hold
- D.6** Connecting the Caller
- D.7** Explaining that Someone is not Available
- D.8** Alternative Actions
- D.9** When will the person wanted be in
- D.10** Ringing Off

### **E. MAKING CALLS**

- E.1** Requesting a Particular Person or Service
- E.2** Identifying Yourself
- E.3.** Giving Further Details.Explaining Purpose of Call

## **ACTIVITIES**

Listening and Writing Down  
Vocabulary Exercise  
Choosing the Best Answer  
Other Ways for Saying the same things  
Listening and Taking Down the Spelt Information  
Role Play

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Cátedra de Lengua Alemana



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LENGUA INGLESA

NORMAS DE PROCEDIMIENTO PARA EL GRUPO "C" DE SEGUNDO CURSO

1.-CADA PROFESOR CORREGIRA LA PARTE DEL PROGRAMA QUE IMPARTE

2.-SE REALIZARÁN DOS EXÁMENES CUATRIMESTRALES:

2a.-FEBRERO

PARTE DEL PROGRAMA IMPARTIDA POR LA PROFA.ANA I.GAMARRA

"TELEPHONING" IMPARTIDO POR LA PROFA.MARTA GARCIA ABOS.

2b.-MAYO

PARTE DEL PROGRAMA IMPARTIDA POR LA PROFA.ANA I.GAMARRA

"LETTER WRITING" IMPARTIDO POR EL PROF.WHITE

3.-APROBARÁN LA ASIGNATURA POR CURSO AQUELLOS ALUMNOS, QUE POR VALORACIÓN CONJUNTA DE LAS TRES PARTES,HAYAN OBTENIDO UN CINCO.LOS RESULTADOS OBTENIDOS CON LA PROFA.ANA ISABEL GAMARRA PONDERARÁN DOS TERCIOS DE LA CALIFICACIÓN TOTAL.

4.-LOS ALUMNOS QUE SÓLO APRUEBEN "TELEPHONING"Y/O " LETTER WRITING"; CONSERVARÁN ESTA CALIFICACIÓN HASTA LA CONVOCATORIA DE SEPTIEMBRE.

*MARTA GARCIA ABOS*  
*Dña Isabel Gamarra*  
*M. White*

**BIBLIOGRAPHY**



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ELLIS, Mark and Adrian PILBEAM 1992, Presenting Facts and Figures. London Longman

HANKS, Patric and Jim CORBETT 1986, Business Listening Tasks. Cambridge: C.U.P.

WHITE, Graham and Margaret KHIDHAYIR 1984, In Business. Hong Kong: Nelson

WILSON, Martin 1987, Writing for Business. Hong Kong : Nelson

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