



Escuela Universitaria de Estudios Empresariales  
Diplomado en Ciencias Empresariales



PROGRAMA 3º CURSO (935)

**ASIGNATURA INGLÉS 3º**

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



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COMERCIO Y TURISMO

## OBJETIVOS GENERALES DE LA ASIGNATURA

El programa del tercer curso de lengua inglesa viene a completar los de los cursos anteriores. Una vez finalizado el curso, el diplomado que se incorpore al mundo laboral necesitará poder demostrar cierta fluidez en la segunda lengua . El alumno habrá de saber desenvolverse en distintas situaciones típicas del mundo de la empresa. En este tercer curso se da prioridad a los aspectos orales -comprensión y expresión-. Se supone que los conocimientos adquiridos en otras asignaturas proporcionan al alumno la base para adentrarse en temas como las franquicias, los seguros, el comercio internacional etc. por lo que se le deja alumno un amplio margen para expresar sus puntos de vista. Se pone especial énfasis en la adquisición y dominio de un léxico específico en cada tema, que le permita manejarse con soltura en las discusiones que cierran cada unidad . El aprendizaje tiene lugar a través de actividades *-tasks-* en las cuales el alumno más que ser el mero objeto del aprendizaje desempeña un papel activo.

## PROGRAMA

### UNIT ONE

#### FRANCHISING

##### Reading

Categories of Franchises

##### Listening

Tony Dutfield of The British Franchise Association

##### Writing

Report on U.K. Franchise Market

##### Language Focus

Word Partnerships in the Context of Brand Management  
Reminding

##### Discussion

Brand Wars

### UNIT TWO

#### BANKING

##### Reading

Home and Office Banking System (Bank of Scotland Brochure)

##### Listening

Peter Wilson from Midland Bank

##### Writing

Invoices and Statements

A Letter of Complaint to a Bank



## **Language Focus**

Allow/Enable/Let

Word Partnerships in the Context of Credit and Debt

Prepositional Expressions about Payment

Possibility, Probability and Certainty

## **Discussion**

The Credit Card Culture

## **UNIT THREE**

### **THE STOCK EXCHANGE**

#### **Reading**

Headlines from the Financial Pages

#### **Listening**

European Stock Market Turnovers

#### **Writing**

Summarising the Evolution of a Company's Share Prices

## **Language Focus**

Market Price Idioms

Word Partnerships: Capital

Summaries and Note Taking

## **Discussion**

Investing in the Stock Exchange?

## **UNIT FOUR**

### **CORPORATE ALLIANCES AND ADQUISITIONS**

#### **Reading**

Extracts from the Financial Press



## **Listening**

The Renault / Volvo Alliance

## **Writing**

Memo Recommending a Course of Action

## **Language Focus**

Reporting Errors  
Comparing and Contrasting



## **UNIT FIVE**

### **IMPORT AND EXPORT**

## **Reading**

Methods of Payment used in International Trade

## **Listening**

Why Countries Trade

## **Language Focus**

Incoterms  
Placing and Filling Orders

## **Discussion**

Reporting Errors: The Wrong Delivery

## **UNIT SIX**

### **INSURANCE**

## **Reading**

Insurance Services (Corporation of London Brochure)

## **Listening**

Identifying Types of Risk

## **Writing**

Completing an Insurance Certificate

## **Language Focus**

Expressing approximation  
Complains

## **Discussion**

Incentives or Rewards

## **UNIT SEVEN**

### **CORPORATE STRUCTURE**

## **Reading**

Analysing a BP Corporate Advertisement

## **Listening**

A Consultant talks about logos, design and corporate Identity

## **Writing**

Request Letter

## **Language Focus**

Fixed Expressions with Deal  
Semantic Fields: Economy

## **Discussion**

Corporate Entertaining: What is your Price?

## **UNIT EIGHT**

### **INNOVATION**

## **Reading**

Bright Ideas



## **Listening**

The Lateral Thinker

## **Language Focus**

Word Partnerships

Idea Killers/Idea Generators

## **Discussion**

Modernising the Company Image

## **UNIT NINE**

### **MONOPOLIES**

## **Reading**

Economic Theories

## **Listening**

Diamonds are forever

## **Language focus**

Word Partnerships in the context of Supply and Demand

Word building: Verbs prefixed by over-, under- out-

## **Discussion**

How are companies affected by economic recession and boom?



## BIBLIOGRAPHY



### A. Course Material

Lammon, M., Tullis, M.G. & Trappe, T. (1993) *Insights into Business*, Surrey, Nelson (+ Cassette)

Powell, M. (1996) *Business Matters*, Hove, L.T. P. (+Cassette)

Several handouts will be given by the teacher along the course to practice specific points.

Business Documents, Press cuttings, Magazine Articles....

### B. Dictionaries

#### Bilingual

1971/1990 Collins *English-Spanish, Spanish-English Dictionary*, London, Collins

1990 Stanford *Diccionario empresarial Stanford, Inglés-Esp., Esp-inglés*, Madrid, Expansión

1993 *Dictionary of Business English-Spanish, Sp.-Eng.*, Peter Collin Publishing.

Collado Fernández (1980) *Diccionario de Términos administrativos, Ing-Esp, Esp-Inglés*, México, ed. Trillas.

*Diccionario Terminológico de Finanzas Derecho y Empresa, Inglés-Español, Español-Inglés*, Expansión, Recoletos compañía editorial, S.A., (Informatizado y disponible en diskette en la Biblioteca de la Escuela).

Lozano Irtueste, J.M. (1991) *Diccionario Bilingüe de Economía y Empresa*, Madrid, Pirámide.

#### Monolingual

1987/90 Collins *COUBILD English Language Dictionary*, London, Collins.

1990 *A Concise Dictionary of Business*, Oxford, O.U.P.

Adam, J.H. (1989) *Longman Dictionary of Business English*, Longman, Harrow.

Hornby, A.S. (1974) *Oxford Intermediate Learner's Dictionary of Current English*, Oxford, O.U.P

Tuck, A. (ed. 1993) *Oxford Dictionary of Business for Learners of English*, O.U.P.

## C. Grammars

### In Spanish

Alcaraz, E. & Moody, B. (1980) *Morfosintaxis Inglesa para Hispanohablantes*, Valencia, Marfil.

Ruiz Ibérico, J.R. (1975) *Lengua Inglesa*, Madrid.

Sanchez Benedito (1975/91) *Gramática Inglesa*, Madrid, Alhambra Longmans

### In English

1991 *Collins COBUILD Students Grammar* (with answer key) London, Harper Collins.

Beaumont, D. & Granger, C (1989) *The Heinemann English Grammar* (with Key)

Downing, A. & Locke, P. (1992) *A University Course in English Grammar*, Hemmel Hempstead, Prentice Hall International

Leech, G. (1989) *An A-Z of English Grammar and Usage*, Surrey,

Murphy, R. (1985/90) *English Grammar in Use (+key)*, CUP

Parkinson, S. (1980) *A University English-Grammar for Spanish-Speakers*, (+key) Madrid, Empeño 14.

Spankie, M. (1986) *English in Use*, Nelson, Surrey



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## E. Business English

Coe, N. Rycroft, R. & Ernest P.(1992,83) *Writing Skills: A Problem-Solving approach*, Cambridge, C. U. P.

Goddard C. (1994) *Business Idioms International*, London, Prentice Hall

Herrera Soler , H. & White, M. (1994) *Dive Into English For Business and Economics*, Madrid, Mcgraw-Hill Interamericana

Hollet, V. et al (1989) *In at the Deep End*, Oxford, Oxford English

Huggett, R.(1990) *Business Case Studies*, Cambridge, C.U.P.

Jones, L.& Alexander, R. (1982,89) *International Business English*, Cambridge, C.U.P.

Kerridge, D. (1988) *Presenting Facts and Figures*, London, Longman

Macenzie, I.(1995) *Financial English* , Hove L.T.P.

Mathews, C. (1987) *Business Interactions*, Prentice Hall.

Mawer,J. (1992) *Business Games*, Hove, L.T. P.

McKellan, J.S. & Spooner, M.D. (1982) *Business Matters*, Pergamon Press, Oxford..

Morton S. , C. & Wright P., N. (1989, 1985 )*What you need to Know about Getting a Job and Filling out Forms*, Illinois N.T. C.

Strutt, P. (1992) *Longman Business English Usage*, Harlow, Longman

Wilson, M. (1987) *Writing for Business*, Cambridge, CUP.