

TEACHING GUIDE

1. BASIC INFORMATION

Subject	Business Skills
Degrees	Business Administration and Management (ADE)
Faculties	Faculty of Business Administration and Law
ECTS	6
Character	Mandatory
Language	English
Mode	Synchronous In-person
Semester	Fifth
Subject Coordinator	Begoña Pereira Otero

2. PRESENTATION

The main objective of this subject is to introduce students to a practical approach to making effective business presentations and/or reports, based on public speaking and content development.

In addition, students will learn and practice concepts and models of internal and external business communication, such as requests for company information, complaints, and communication with other stakeholders.

3. COMPETENCIES AND LEARNING OUTCOMES

Competencies	Code	Description
Basic	CB04	Students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.
General	CG02	Effectively determine objectives, priorities, methods and controls to carry out tasks by organizing activities within the timeframes and resources available in the field of business management.
	CG03	Demonstrate the ability to analyze, synthesize and evaluate in the field of business management.
	CG04	Work in an international and intercultural context in the field of business management.
Transversal	CT03	Demonstrate oral and written communication skills in a foreign language.
	CT07	Demonstrate skills and attitudes for autonomous work and teamwork.
Specific Competencies	SC34	Be able to make effective presentations and negotiate in international environments.
	SC35	Have acquired the ability to write business letters and manage international calls.

Code	Description
LO01	Ability to make effective presentations.
LO02	Ability to prepare business reports in English.
LO03	Ability to handle specific business English vocabulary.
LO04	Ability to understand and conduct business correspondence in English.

4. CONTENT

Unit I. Preparing business presentations and reports

- 1.1. Skills needed to make an effective presentation.
- 1.2. Presentation of a company's business model and its organizational structure.
- 1.3. Present and explain company's results and business trends.
- 1.4. Compare options and proposals of a firm or organization.

Unit II. Telephoning and Business Writing Skills

- 2.1. Introduction to business communication and writing
- 2.2. Telephoning – Fundamentals and managing calls
- 2.3. Telephoning – Effective interactions and problem-solving
- 2.4. Business Writing – Emails and professional correspondence
- 2.5. Customer service and handling issues on the phone and in writing
- 2.6. International business communication

5. TEACHING AND LEARNING METHODOLOGIES

UIE develops an innovative academic model centered on the learner, combining different philosophical approaches to Teaching-Learning (T-L), a wide variety of learning activities—especially those in which students take an active role in knowledge construction—continuous guidance, and the intensive use of technology as a facilitating tool, creating a unique and innovative learning ecosystem.

The training is conducted in an in-person modality, including synchronous virtual learning, supported by a cutting-edge virtual campus that provides flexibility and personalization within a ubiquitous learning (U-Learning) model.

Additionally, in alignment with its founding and corporate principles of social responsibility, UIE not only encourages the participation of its entire university community in volunteer and social service activities but also incorporates the Service-Learning (ApS) approach as a formal component of its teaching-learning strategies.

Code	Activity	Type	Teaching Modality	Mode
MD01	First Contact and Motivation	I	Introductory	PR
MD02	Presentation, Work Plan and Commitment	I		
MD03	Master Class	T	Expository and Participatory	PR
MD04	Invited Expert Talks	T		
MD05	UIE Methodology	T/P	Guided & Autonomous	PR/NP
MD06	Problem-Solving and exercises	P		
MD07	Activity on the UIE Virtual Campus	T/P		
MD08	Content Study	T		
MD09	Preparation of Projects and Works	T/P		N/P
MD10	Case Study	P		PR
MD11	Seminars	T/P		
MD12	Debates/Discussions	P		
MD13	Exhibitions	T/P		
MD14	Games, Contests, Competitions	P		
MD15	Simulation of a Work Environment	T/P		
MD16	Use of Software Tools	P		
MD17	Use of Software Tools	P		
MD18	Laboratory Practices	P		
MD19	External Internships	T/P		
MD20	Tutoring	T/P	Personalized (Individual / Group)	PR
MD21	Learning Agreement	I/T/P		
MD22	Digital Portfolio	T/P	Autonomous	NP
MD23	Discussion Forums	T/P		
MD24	Analysis and Synthesis of Documentary Material	T		
MD25	Mentoring and Completion	C	Continuous self-assessment	NP

I: Informative **T:** Theoretical **P:** Practical **C:** Complementary

PR: In-person **NP:** Non-In-person

6. TRAINING ACTIVITIES

The following identifies the types of educational activities that will be carried out:

Code	Name	Modality	Type of activity
AF01	Introductory	IP	Motivational/Informative
AF02	Expository and Participatory	IP	Theoretical
AF03	Guided	IP	Theoretical / Practical
AF04	Personalized (Individual / Group)	IP	Theoretical / Practical
AF05	Autonomous	NP	Theoretical / Practical
AF06	Service-Learning	IP	Service-Learning
AF07	Continuous self-assessment	NP	Quality Assessment

IP: In-person NP: Non-in-person

7. EVALUATION

The model also includes the continuous assessment process as an essential part of verifying the competencies acquired. For UIE, and in line with the proposed improvement of the teaching-learning process for the European Higher Education Area (EHEA), the assessment system, called Learning Outcomes Review (LOR), is developed as a more humanized process, distancing itself from traditional systems where students risk their fate in exams (sessions), sometimes with high and decisive percentage weights, leading to stress, frustration, and occasionally, dropout.

The UIE LOR system is continuous, shared, and progressive, allowing for the monitoring of learning throughout the entire period, making it a natural process to which students turn without negative emotions and aware of the need to understand their own progress.

Code	Evaluation Activity	Weighting %	Type	Mode
AE01	Partial Tests	30	Discrete	O/E
AE02	Final Partial Test	10		
AE03	Projects			
AE04	Presentation	10	Discrete	
AE05	Participation in the Virtual Campus			
AE06	Participation, Daily Activities and Volunteering	25	Discrete (Pass/ Fail)	O
AE08	Service-Learning			
AE09	Digital Portfolio	25	Discrete	D/E
AE10	Retake Partial	-		W/O
		100		

Mode: O: Oral W: Written O/E: Both DF: Digital Folder

8. BIBLIOGRAPHY

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9. TUTORIALS

MD20 Tutorial (2%): Students must attend at least three personalized tutorials throughout the semester. This is an all-or-nothing activity (“Pass-Fail”), meaning that all three tutorials must be completed.

10. QUALITY SURVEYS

MD25 Quality Management (2%): Students must complete four forms throughout the semester related to UIE's quality management. This is an all-or-nothing activity (“Pass-Fail”), meaning that all four forms must be completed within the deadlines specified in the course activity plan. The activity aims to timely assess the development of the teaching-learning process and the transversal competence related to critical and self-critical thinking.