



Developing Plurilingualism in 3Economy+ Students

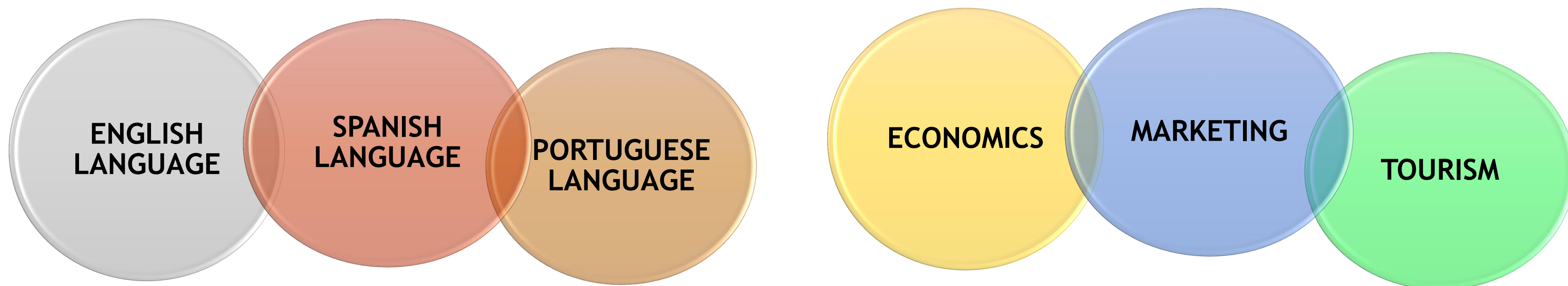
AUTHORS: Silvia Corral Robles, Beatriz Cortina Pérez, María López Vallejo, Helena Ferreire Cameron

AFFILIATION: University of Granada, Politécnico de Portoalegre

EMAIL: silviarc@ugr.es, bcortina@ugr.es, yerma111@ugr.es, helenac@ipportalegre.pt




INTRODUCTION

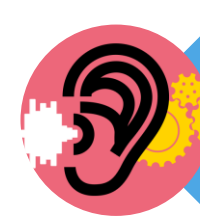


Being in a highly competitive global plurilingual society, the 21st-century university graduate student is required to act as international professionals, mastering different languages and intercultural business communication. Students will learn two FL through activities designed in the LMS (English, Spanish and Portuguese), language tutorials to assist in the resolution of integrated tasks, and through intensive scholarship courses in the different intensive programmes. Erasmus exchanges will be promoted for those students



COMMUNICATIVE COMPETENCES

Communicative competence within the 3Economy+ is a transversal competence aiming at providing students with the necessary skills to improve their economic, touristic and marketing profile in an international scenario, thus, **English** will become the lingua franca for business communication. In this respect, students will need to achieve a proficient use of the language within the specific field of **Economics, Marketing and Tourism** (henceforth, EM&T). EM&T topics will include: **business organisations, industries and business sectors, finance and banking, production, international trade, sales and marketing, advertising and media, politics and economy**. The following **subcompetences** (Based on the Common European Framework for Languages (EU, 2001) **descriptors** for level C1 and C2) will be developed:

-  Can produce a coherent and cohesive formal speech on EM&T appropriate to the context
-  Can express on spontaneous conversations with people related to the context of EM&T respecting politeness rules and managing features of conversations.
-  Can understand specialised written text related to the field of EM&T

-  Can understand extended natural speech of spoken discourse, even when it is not clearly structured, on topics related to EM&T
-  Can express in clear, well-structured texts related to EM&T, such as formal letters or emails, brochures, financial summaries, etc
-  Can give a fluent spoken presentation on themes related to EM&T

2.1. Pre-reading: Forum Task

TASK A

The title of the article is "The benefits of a university education", do you really think university education has more pros than apprenticeships or other vocational training?. Debate in **Forum module 1** (at least you should post your opinion on the topic and comment one of your mates' opinions).

(Timing: approx. 30 min.)

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MOODLE LMS

Examples of English Language Activities uploaded to the Moodle LMS

2.4. Indepth lex - Expand your vocabulary

EXPAND YOUR VOCABULARY

TASK A

Some of the words that appear in the text are **low frequency** items but they will be useful in a more formal context. Do **Test 5** to check you know them. If not, go to dictionary and include them in your glossary.

TASK B

In this Module we are focusing on the **academic terminology**, practice **test 6** to check your knowledge about them.

(Timing: approx. 30 min.)

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