



INTERNATIONAL
CAMPUS OF
EXCELLENCE

COORDINATION PROCESS OF
LEARNING ACTIVITIES
PR/CL/001



E.T.S. de Ingeniería y Sist. de
Telecom.

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

595000512 - English For Professional And Academic Communicatio

DEGREE PROGRAMME

59ID - Grado En Ingenieria Y Sistemas De Datos

ACADEMIC YEAR & SEMESTER

2025/26 - Semester 1

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1. Description

1.1. Subject details

Name of the subject	595000512 - English For Professional And Academic Communicatio
No of credits	6 ECTS
Type	Compulsory
Academic year of the programme	Second year
Semester of tuition	Semester 3 Semester 4
Tuition period	September-January
Tuition languages	English
Degree programme	59ID - Grado en Ingeniería y Sistemas de Datos
Centre	59 - E.T.S. De Ingeniería Y Sist. De Telecom.
Academic year	2025-26

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Bozena Wislocka Breit (Subject coordinator)		bozena.wislocka@upm.es	Sin horario. only by appointment

* The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty member in charge.

3. Prior knowledge required to take the subject

3.1. Prerequisite (passed) subjects

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-
-

3.2. Other required learning outcomes

The subject - other required learning outcomes, are not defined.

4. Prior knowledge recommended to take the subject

4.1. Recommended (passed) subjects

The subject - recommended (passed), are not defined.

4.2. Other recommended learning outcomes

- In order to enrol for this course students are required to provide an approved certificate of at least B1 (CEFR) level in English. In order to pass the course students are required to provide a B2 level official certificate 5 working days before the exam.

- Should the B2 certificate remain pending, the student will be given 4.0 mark for the global exam and a "no show" (no presentado) in the extraordinary session.

5. Skills and learning outcomes *

5.1. Skills to be learned

CB04 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado

CG01 - Tener capacidad de trabajar en entornos internacionales y multidisciplinares, haciendo uso de la lengua inglesa en forma oral y escrita.

CG06 - Poseer la habilidad para liderar equipos multidisciplinares para diseñar y construir sistemas que den respuesta a proyectos de ingeniería, dentro de un equipo organizando, planificando, tomando decisiones, negociando y resolviendo conflictos.

5.2. Learning outcomes

RA116 - Saber resumir y exponer correctamente y con rigor un tema sobre el que se ha documentado previamente.

RA115 - Dominar la terminología propia de la Ingeniería de datos.

RA117 - Manejar de forma competente las convenciones que rigen el inglés escrito y ser capaz de transferirlas a su propia producción lingüística para redactar textos en inglés técnico.

* The Learning Guides should reflect the Skills and Learning Outcomes in the same way as indicated in the Degree Verification Memory. For this reason, they have not been translated into English and appear in Spanish.

6. Brief description of the subject and syllabus

6.1. Brief description of the subject

Unit 1: Introducing Yourself Professionally

- Traditional vs. Video CVs (structure, key content for engineering students)
- Describing Yourself in Academia & Industry:
 - SWOT analysis (personal strengths/weaknesses in technical contexts)
 - Hard vs. Soft Skills (matching to job descriptions)
 - Traits vs. Qualifications (e.g., "detail-oriented" vs. "CCNA certified (Cisco Certified Network Associate)")
- ICT Tools for Self-Presentation: LinkedIn profiles, portfolio snippets (Canva).

Unit 2: Professional Communication in Tech

- Email Register Adjustment: Formal (clients/supervisors) vs. informal (peers) tones, follow-up strategies.
- Meetings & Roles in Tech Teams:
 - Roles: Chair, note-taker, contributor (student mock meetings).
 - Management Styles: Agile vs. Waterfall (brief intro; focus on Scrum roles?PO, Scrum Master).
 - Time Management: Eisenhower Matrix (also called the Urgent-Important Matrix, 4 quadrants: DO NOW, DELEGATE, SCHEDULE, ELIMINATE), Pomodoro for students.
- Short-Form Business Communication: newsletters.
- Internal (Slack/Teams: status updates, task tagging) vs. External (suppliers/clients: clarity, politeness).
- Basics of vertical (client-vendor) vs. horizontal (peer collaboration) communication.
- Social Media in Telecom: Professional vs. personal use (e.g., Twitter for industry news).

Unit 3: Technical Writing for Data & Telecom

- Common Document Types:

- Business: Project briefs, service reports, outage notifications, memos.

- Academic: Lab reports and proposals (IEEE-style structure).

- Data Visualization: When to use tables, graphs, or bullet points.

- Audience Adaptation: Writing for technicians vs. managers (e.g., detail level).

Unit 4: Visual & Oral Project Presentations

- Long Abstracts (structured summaries for conferences).

- Posters/Infographics: Design principles (Canva templates), Pentacharts as a briefing tool.

- Oral Pitches: "Explain your project in 2 minutes" (elevator pitch structure).

Unit 5: Career Navigation for Beginners

- AI-Assisted Applications: Using ChatGPT/Grammarly to refine CVs/cover letters (ethics caution).

- Networking:

- Building relationships (peers, professors, industry).

- LinkedIn connections, asking questions after talks.

- STAR method (Situation-Task-Action-Result) for behavioral questions.

Theoretical short sessions: Linguistic contents are presented throughout the sessions, integrated with the activity.

Guided practical sessions: Besides theory, a varied range of activities will be carried out, both individually and in formal or informal groups. Some activities will be focused on reading specialized papers, reports and articles extracted from general and specialized journals, as well as many other tasks related to the understanding and the creation of oral and written texts about data-engineering.

Workshop sessions (both with previous preparation and spontaneous): In-class debates on controversial ethical

and professional issues. Note-taking, language and other exercises. Preparation and delivery of oral presentations. Live writing tasks.

Attendance and active participation in academic seminars: Students will have to write summaries in English about events taking place at the UPM.

6.2. Syllabus

1. Introducing Yourself Professionally

1.1. Traditional vs. Video CVs (structure, key content for engineering students)

1.2. Describing Yourself in Academia & Industry

1.2.1. SWOT analysis (personal strengths/weaknesses in technical contexts)

1.2.2. Hard vs. Soft Skills (matching to job descriptions)

2. Professional Communication in Tech

2.1. Email and Phone Register Adjustment: Formal (clients/supervisors) vs. informal (peers) tones, follow-up strategies.

2.2. Preparing information for a debate or a meeting

2.2.1. Management Styles: Agile vs. Waterfall (brief intro; focus on Scrum roles?PO, Scrum Master).

2.2.2. Time Management: Eisenhower Matrix (also called the Urgent-Important Matrix, 4 quadrants: DO NOW, DELEGATE, SCHEDULE, ELIMINATE), Pomodoro for students.

2.3. Basics of vertical (client-vendor) vs. horizontal (peer collaboration) communication.

2.4. Social Media in Telecom: Professional vs. personal use (e.g., Twitter for industry news).

3. Technical Writing for Data & Telecom

3.1. Common Document Types

3.1.1. Business: Project briefs, service reports, outage notifications, memos.

3.1.2. Academic: Lab reports and proposals (IEEE-style structure).

3.1.3. Data Visualization: When to use tables, graphs, or bullet points.

3.2. Definitions and classifications; Physical and process descriptions

4. Visual & Oral Project Presentations

4.1. Long Abstracts (structured summaries for conferences).

- 4.2. Posters/Infographics: Design principles (Canva templates), Pentacharts as a briefing tool.
- 4.3. Oral Pitches: "Explain your project in 2 minutes" (elevator pitch structure).
- 4.4. SDGs to be considered during the project
- 5. Career Navigation: Applying for a position (academic or professional)
 - 5.1. AI-Assisted Applications: Using ChatGPT/Grammarly to refine CVs/cover letters (ethics caution).
 - 5.2. Networking
 - 5.2.1. Building relationships (peers, professors, industry).
 - 5.2.2. STAR method (Situation-Task-Action-Result) for behavioral questions.

7. Schedule

7.1. Subject schedule*

Week	Type 1 activities	Type 2 activities	Distant / On-line	Assessment activities
1	Course introduction Duration: 01:00 Lecture	Unit 1 (I) Talking about yourself: Greetings, meeting people, small talk; formal and informal talk (socializing); likes and dislikes, hobbies; voice modulation, eye-contact, gestures and body language; Video-CV Duration: 02:30 Cooperative activities SWOT analysis - Hard vs. Soft Skills - Traits vs. Qualifications - ICT Tools for Self-Presentation Duration: 01:30 Problem-solving class		
2	Unit 2 (I) Professional Communication in Tech ? Email and Phone Register Adjustment. Meetings & Roles in Tech Teams. Management Styles. Duration: 02:00 Problem-solving class Interactive workshop: Role playing on the phone: receiving and taking calls, spelling names, writing down numbers, taking messages Duration: 01:30 Cooperative activities			Each student will present their video CV in class. Individual work Progressive assessment Presential Duration: 00:30
3	Unit 2 (II) - Time Management: Eisenhower Matrix, Pomodoro for students. ? Newsletters. ? Clarity, politeness. Vertical vs. horizontal . Social Media in Telecom. Duration: 02:00 Problem-solving class Giving and asking for opinion; taking turns in a debate; preparing and participating in a videoconference Duration: 01:30 Cooperative activities			Each student will present their video CV in class. Individual work Progressive assessment Presential Duration: 00:30
4	Unit 3 (I): Technical Writing for Data & Telecom. Business: Project briefs, reports, memos. Academic: Lab reports and proposals. Data Visualization Audience Adaptation. Duration: 01:00 Lecture Professional writing: Cohesion and coherence. Linkers and hedging.			Each student will present their video CV in class. Individual work Progressive assessment Presential Duration: 00:30 Writing workshop: paragraph writing Group presentation Progressive assessment

	Duration: 01:00 Lecture			Presential Duration: 01:30
5	Synchronous and asynchronous online job interview; risky questions, most valued soft skills Duration: 02:00 Problem-solving class			Interactive workshop: job interview Group work Progressive assessment Presential Duration: 02:00
6	Professional communication: E-mail writing; soft skills, weaknesses presented within the STAR frame; Reading: skimming and scanning techniques; Making notes based on a written text Duration: 01:00 Lecture Paragraph essay structure: thesis, antithesis and synthesis; arguments in favour and against (pros and cons); strong conclusions Duration: 01:00 Lecture			Interactive workshop:E-mail writing Group work Progressive assessment Presential Duration: 02:00
7	Technical and scientific definitions, classifications. Physical and process description, providing specific information with professional terminology Duration: 01:00 Lecture Introduction to formal writing: technical writing and its features. Text and paragraph structure: introduction, body, conclusions Duration: 01:00 Lecture			Definition and physical and process description exercises. Group work Progressive assessment Presential Duration: 01:00 Cover letter to be prepared as a response to a real job offer Individual work Progressive assessment Presential Duration: 01:00
8	Writing introductions, introductory phrases, presenting a problem and its solution, hedging and avoiding absolute statements, proofreading Duration: 01:00 Lecture Analysis of the structure, ordering of scrambled sentences into a logical paragraph Duration: 01:00 Cooperative activities			Interactive workshop: Abstract writing, keyword selection, paraphrasing Group work Progressive assessment Presential Duration: 02:00
9	Writing practice in pairs, argumentation in favour and against sustainable procedures in technology Duration: 01:00 Cooperative activities Scientific and academic writing styles: abstract, key words, affiliation. Duration: 01:00 Lecture			Workshop on oral skills Group work Progressive assessment Presential Duration: 02:00

10	<p>Oral presentation based on the previously presented proposal Duration: 01:00 Cooperative activities</p> <p>Preparing your visuals, contents, fonts size, images, copyright, accessibility Duration: 01:00 Cooperative activities</p>			<p>Long abstract related to sustainability issues in form of a proposal for a presentation Group work Progressive assessment Presential Duration: 02:00</p>
11	<p>Designing and preparing a conference poster or pentachart, clarity, conciseness, impact Duration: 02:00 Cooperative activities</p> <p>AI-Assisted Applications to refine CVs/cover letters . Networking: Building relationships , LinkedIn connections, asking questions after talks. Duration: 01:30 Cooperative activities</p>			<p>Workshop on oral skills Group work Progressive assessment Presential Duration: 00:30</p>
12	<p>Videoconferencing and seminars Duration: 03:00 Problem-solving class</p>			<p>Workshop on oral skills Group work Progressive assessment Presential Duration: 01:00</p>
13	<p>Live presentations delivered in the classroom Duration: 00:00 Cooperative activities</p>			<p>Oral presentation delivered in groups on a topic related to their specialty Group presentation Progressive assessment Presential Duration: 04:00</p>
14	<p>Exam review Duration: 02:00 Problem-solving class</p>			<p>Test including all the contents of the course: grammar, use of language, vocabulary, listening and writing Individual work Progressive assessment Presential Duration: 02:00</p>
15				
16				
17				<p>Global exam including all the contents of the course, grammar, use of English, vocabulary, reading, listening and writing Written test Global examination Presential Duration: 02:00</p> <p>Oral presentation Individual work Global examination Presential Duration: 00:15</p> <p>Long abstract related to sustainability issues in form of a project proposal Individual work Global examination Presential Duration: 02:00</p>

Depending on the programme study plan, total values will be calculated according to the ECTS credit unit as 26/27 hours of student face-to-face contact and independent study time.

8. Activities and assessment criteria

8.1. Assessment activities

8.1.1. Assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
2	Each student will present their video CV in class.	Individual work	Face-to-face	00:30	5%	5 / 10	CB04 CG01
3	Each student will present their video CV in class.	Individual work	Face-to-face	00:30	5%	5 / 10	CB04 CG01
4	Each student will present their video CV in class.	Individual work	Face-to-face	00:30	5%	5 / 10	CB04 CG01
4	Writing workshop: paragraph writing	Group presentation	Face-to-face	01:30	5%	5 / 10	CB04 CG06
5	Interactive workshop: job interview	Group work	Face-to-face	02:00	5%	5 / 10	CG01 CG06
6	Interactive workshop:E-mail writing	Group work	Face-to-face	02:00	5%	5 / 10	CB04 CG01
7	Definition and physical and process description exercises.	Group work	Face-to-face	01:00	5%	5 / 10	CB04 CG01
7	Cover letter to be prepared as a response to a real job offer	Individual work	Face-to-face	01:00	5%	5 / 10	CG01
8	Interactive workshop: Abstract writing, keyword selection, paraphrasing	Group work	Face-to-face	02:00	5%	5 / 10	CG01
9	Workshop on oral skills	Group work	Face-to-face	02:00	%	5 / 10	CB04
10	Long abstract related to sustainability issues in form of a proposal for a presentation	Group work	Face-to-face	02:00	5%	5 / 10	CB04 CG01
11	Workshop on oral skills	Group work	Face-to-face	00:30	%	5 / 10	CB04 CG01
12	Workshop on oral skills	Group work	Face-to-face	01:00	%	5 / 10	CB04 CG01
13	Oral presentation delivered in groups on a topic related to their specialty	Group presentation	Face-to-face	04:00	10%	5 / 10	CG01
14	Test including all the contents of the course: grammar, use of language, vocabulary, listening and writing	Individual work	Face-to-face	02:00	40%	5 / 10	CB04 CG01

8.1.2. Global examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
17	Global exam including all the contents of the course, grammar, use of English, vocabulary, reading, listening and writing	Written test	Face-to-face	02:00	40%	5 / 10	CG01
17	Oral presentation	Individual work	Face-to-face	00:15	30%	5 / 10	CG01
17	Long abstract related to sustainability issues in form of a project proposal	Individual work	Face-to-face	02:00	30%	5 / 10	CB04 CG01

8.1.3. Referred (re-sit) examination

Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
Written exam that includes all the contents of the course: tests of grammar, use of the language, listening and writing	Written test	Face-to-face	02:30	40%	5 / 10	CG01
Long abstract related to sustainability in form of a project proposal	Group work	Face-to-face	00:00	20%	5 / 10	CG01
Oral presentation	Group presentation	Face-to-face	00:10	20%	5 / 10	CG01 CG06
Interview with the examiners	Problem-solving test	Face-to-face	00:10	20%	5 / 10	CB04 CG01

8.2. Assessment criteria

Progressive assessment:

1. In-class participation in workshop activities (30%): Students will have to take part actively in these individual and group activities along the semester. A global individual mark will be provided bearing in mind the student's performance in live sessions. These activities are compulsory and non-recoverable at the end of the semester. They will follow a workshop structure and include, among others: debates, mini-tests based on listening or reading activities, video CV presentation, job interviews. The accomplishment of these activities requires regular class attendance.

2. **Group tasks (30%):** Students will have to complete one written (e.g. project proposal) and one oral (oral presentation) group task. These tasks are recoverable at the end of the semester. They must be submitted one week before the global exam in order to be assessed by the teacher.

3. **Written test (40%):** Listening, reading, use of English and writing test covering all the aspects worked in class. All the parts must be separately passed, A fail in one of the exam parts implies failing the whole written test.

IMPORTANT NOTE: Students without a B2 level certificate will be assessed with a FAIL (4/10) in the progressive assessment tasks until they provide the valid B2 level certificate required in order to pass the course. Once they provide a valid B2 level certificate, their tasks will be re-assessed with the corresponding mark.

The group tasks and the written tests must be PASSED separately to PASS the subject. Besides, the scores obtained together will have to sum up a minimum of 50% of the total grade of the subject. Students are reminded that plagiarism or copying in any part of the exam will mean a FAIL in the subject.

Global assessment:

- A **written test** that includes all the contents of the course (40%): Listening, reading, use of English and writing test covering all the aspects worked during the course. A fail in one of the exam parts implies retaking the full exam again in the extraordinary call.

- **Written project proposal** (15%)
- **5/6-minute presentation** of the project proposal (15%)

Each part must be PASSED to PASS the subject. Students are reminded that plagiarism or copying in any part of the exam will mean a NOT PASS in the subject. An overall mark of 5/10 needs to be achieved.

All the tasks and the written tests must be PASSED separately to PASS the subject. Besides, the scores obtained together will have to sum up a minimum of 50% of the total grade of the subject. Students are reminded that plagiarism or copying in any part of the exam will mean a FAIL in the subject.

Extraordinary call:

- A **written test** that includes all the contents of the course: Listening, reading, use of English and writing test covering all the aspects worked during the course (40%)
- **Written project proposal** (20%)
- **5/6-minute presentation of the project proposal** (20%)
- **Interview with the examiners** where students (in pairs) will be required to answer questions and simulate different situations suggested by the examiners (20%)

All the tasks and the written tests must be PASSED separately to PASS the subject. Besides, the scores obtained together will have to sum up a minimum of 50% of the total grade of the subject. Students are reminded that plagiarism or copying in any part of the exam will mean a FAIL in the subject.

The assessment will check whether students have acquired the competences of the subject. Therefore, the assessment in the extraordinary call will use the same types of assessment techniques that are used in the assessment of the ordinary call (EX, ET, TG, etc.)."

IMPORTANT NOTES FOR APPLICATION TO PROGRESSIVE AND GLOBAL ASSESSMENT (both in ORDINARY AND EXTRAORDINARY CALLS):

- Students who enrol with a B1 level certificate must certify a B2 level of ENGLISH 5 working days prior to the global exam; otherwise, they will be not allowed to do the written test. Besides, they will be assessed with a FAIL (4/10) in the progressive assessment tasks until they provide the valid B2 level certificate required in order to pass the course. Once they provide a valid B2 level certificate, their tasks will be re-assessed with the corresponding mark.
- The tasks as well as some exercises in the written test are based on open-ended questions and a model answer will not be provided.
- The global assessment is scored 70% as the other 30% corresponds to in-class interactive participation in face to face activities. This part of the mark is non-recoverable because, in order to assess the ability to communicate and the soft skills associated to this course, class attendance is deemed essential. In-class activities have a workshop structure, which guarantees that students actually write their own texts and prepare their own discourses.
- The use of Internet and electronic sources during the ordinary and extraordinary exam is forbidden and this will imply a FAIL in the subject.

- Students are reminded that, In agreement with the ESTATUTO DEL ESTUDIANTE, art. 13, point 2 letter d) "plagiarism, copying any part of any of the deliverables, handing in someone else's work as one's own, or cheating during the exam is considered an offence which can be penalised with FAILING the subject".

- Any assessment or submission made may require further oral assessment by the teacher to validate that it has been done by the student on their own, and not by an AI system.

9. Teaching resources

9.1. Teaching resources for the subject

Name	Type	Notes
Moodle	Web resource	All the materials used in the course, exercises and class materials will be available on the platform
M. Hewings: Cambridge Academic English. Upper Intermediate. Cambridge:2012	Bibliography	An integrated skills course for EAP
C. Downes: Cambridge English for Job-hunting. Cambridge: 2014	Bibliography	Professional English Series
P. Emmerson: Business Vocabulary Builder. MacMillan, 2009	Bibliography	The words and phrases you need to succeed.
M. Powell: Presenting in English. Thomson/Heinle, 2002	Bibliography	How to give successful presentations
E. Williams: Presentations in English. MacMillan: 2008	Bibliography	Find your voice as a presenter
J. Hughes & A. Mallet: Successful meetings Oxford OUP 2013	Bibliography	DVD and Student's Book Pack

S. Bombardó et al.: Technical Writing Guide for Effective Communication, Barcelona UPC 2008	Bibliography	
M. Badecka-Kozikowska: English for Students of Electronics and Telecommunications. Gdansk, Wydawnictwo Politechniki Gdanskiej, 2015	Bibliography	
D. Barber et al.: Perspectives (Advanced C1), Boston: National Geographic Learning, 2018	Bibliography	
BBC Learning English	Web resource	https://www.bbc.co.uk/learningenglish/
Wired Magazine	Web resource	https://www.wired.com/
Academic Phrasebank	Web resource	https://www.phrasebank.manchester.ac.uk/
Purdue Online Writing Lab	Web resource	https://www.phrasebank.manchester.ac.uk/
TED Talks	Web resource	https://www.ted.com/talks
https://gamma.app/es	Web resource	AI for presentation Design and elaboration
Gamma AI	Web resource	https://www.canva.com/es_es/generador-imagenes-ia/ In order to elaborate graphic material for presentations
Quillbot	Web resource	https://quillbot.com/ Online proofreader

10. Other information

10.1. Other information about the subject

Accredited B2 level in English according to the Common European Framework of Reference for Languages is a MANDATORY REQUIREMENT to pass this course. Students are allowed to enrol in case they possess a B1 level certification, but they need to acquire an official B2 level during the semester and provide an official certificate up to 5 days before the global exam. This applies to progressive assessment as well as ordinary and extraordinary calls

The proposed schedule is a theoretical planning and is subject to changes during the course.

Communication with teachers. Students will communicate with their lecturers preferably via **e-mail**. Teachers will try to provide an answer within a maximum period of **72 hours (week-ends and holidays excluded)**. Students are encouraged to use their **corporate e-mail address** (@alumnos.upm.es).

Classes will be delivered in the English language, which is also to be used in all interactions between the student and the teacher (emails, office hours, conversations).

Platforms. The platform used for uploading materials and communication with students will be **Moodle**. Tasks must be handed in using this platform (unless required by the teacher). For on-line tutorials, the preferred platforms will be **Teams** and **Zoom**.

Students are REQUIRED to use their corporate e-mail address (xxxx@alumnos.upm.es), never their personal one.

Sustainable Development Goals.

The texts selected for the readings will bear in mind SDGs, specially goal 9 (industry, innovation and infrastructure). Likewise, goals 4 (Quality education) and 5 (Gender equality) will be directly addressed during the course. Goals 11 (Sustainable cities and communities) and 13 (Climate change) as well as goal 3 (Good health and well-being) will be directly pursued during the course.