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Senado Académico
Secretaría

CERTIFICACIÓN NÚM. 15-2013-2014

Yo, Betzaida Miranda Miranda, secretaria ejecutiva del Senado Académico de la Universidad de Puerto Rico en Bayamón, **CERTIFICO QUE**:

> El Senado Académico, en reunión ordinaria celebrada el 21 de noviembre de 2013, **ENCOMEDÓ** al **COMITÉ DE EVALUACIÓN DE CURSOS** evaluar y someter recomendaciones sobre el curso INCO 3007 – *Compendium of Business English* del Departamento de Inglés.

Y PARA QUE ASÍ CONSTE, expido la presente en Bayamón, Puerto Rico, hoy 26 de noviembre de 2013.

B. Miranda Miranda
Betzaida Miranda Miranda
Secretaria ejecutiva

Vo.Bo. Dr. Orlando González González
Rector interino

UNIVERSITY OF PUERTO RICO AT BAYAMON
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ENGLISH DEPARTMENT

SYLLABUS

Course Title:	Compendium of Business English
Codification:	INCO 3007
Credits:	Four (4) credits
Requisite:	INGL 3102, INGL 3104 OR INGL 3012
Contact Hours:	Four (4) contact hours per week for 15 weeks.
Course Description:	This course is designed to improve the skills required in the communication process in modern-day business scenarios. It begins with the discussion of business communication theory, the mechanics and grammatical rules that govern the English language and reaches the selection, organization, and written production of business-related documents.
Textbook:	Guffey, M. & Lowey, D. (2013). Essentials of Business Communication. 9th Ed. Ohio: South- Western Cengage Learning.

General Objectives: Upon completion of the course, and with a high percentage of effectiveness, the students will:

1. apply the fundamentals of effective communication in workplace documents.
2. apply clear critical thinking skills in analyzing business communication situations.
3. use appropriate English skills, mechanics, and punctuation for effective communication.
4. communicate more effectively in writing business documents by applying the deductive and inductive approaches.
5. communicate more effectively in writing business documents by applying the basic principles of effective written communication.
6. acquire knowledge about the job search process and familiarize themselves with the documents and information needed for a successful job search.
7. understand the importance of intercultural communication.
8. organize and write basic business messages (email and memos).
9. revise business messages.

Specific objectives: After covering the topics indicated above, the students will:

1. understand the importance of communication skills in the workplace.
2. analyze the process of communication and understand how to use it effectively.
3. recognize barriers to interpersonal communication and how to overcome those barriers.
4. understand the functions of verbal and non-verbal communication in different cultures.
5. use non-discriminatory language regarding gender, race, ethnic background, etc.
6. apply the basic writing principles by:
   a) choosing the right words
   b) writing effective and concise sentences
   c) writing with vigor
   d) producing logical and coherent paragraphs
   e) using correct mechanics
   f) preferring positive language
   g) using parallel structure
7. follow the stages in the writing process to develop written correspondence.
8. apply the established formats for letters and memos using the computer.
9. discuss and write memos and letters using the deductive approach.
10. apply the direct approach in routine correspondence.
11. compose direct messages that make requests and respond to inquiries.
12. prepare messages that make direct claims.
13. apply the components of effective negative messages.
14. explain and apply techniques for refusing typical requests, handling bad news with customers and delivering bad news within organizations.
15. prepare persuasive messages that request favors and actions, make claims and deliver complaints.
16. explain and apply steps on how to target a field and a career by analyzing the work environment and the forces of supply and demand affecting the job market.
17. identify their interests, evaluate assets and choose a career path.
18. prepare for a successful job search both online and traditionally.
19. choose and customize the most effective resume according to their needs.
20. prepare for a successful job interview.
21. compose two different styles of resumes, a cover letter and prepare a data sheet.

Instructional Strategies

The following strategies can be used to teach the course:

1. Lectures
2. Collaborative activities
3. Group or individual oral presentations
4. Group or individual writings
5. Portfolios
6. Handouts
7. Internet
8. Email
9. Library resources
10. Writing Workshops
11. Peer –editing
12. Case studies

Student Evaluation :

Partial Exams (1 to 3) (Communications Foundations, Mechanics and Punctuation, Process of Preparing Effective Business Messages)	**100 %**
Quizzes Homework Classwork	100 %
Letters and Memos (rough drafts and typed final drafts)	100 %
Employment Documents	100%
Final Exam or Special Project (Oral or Written)	100 %

(letters and memos, employment, career and job market, global context, ethical context, legal context, technology context)

100%

Grade Scale:

100-90	A
89-80	B
79-70	C
69-60	D
59-0	F

Course outline and time distribution:

Theme	Academic Activities	Contact Hours
I. Course Introduction		2
II. Communication Foundations A. Communication process B. Facilitators of the process • Cognates • Nonverbal communication • Euphemisms • Dysphemism • Prefixes • Suffixes	Discussions Practice Exercises	4

C. Obstacles in interpersonal communication • Bypassing • Frames of reference • Language skills • Distractions • False cognates D. Intercultural communication • Culture and communication • Effective communication in intercultural settings.	Internet and library Research Analysis of situations and images Discussions	2 4
III. Process of Preparing Effective Business Messages A. 1. Writing Principles • Six C's in Writing o Concise o Correct o Courteous o Clear o Complete o Concrete 2. Writing Process • Prewriting • Writing • Post writing B. Mechanics • Sentence Structure • Abbreviations • Capitalization • Numbers C. Punctuation • Commas • Semi-colons/colons • Apostrophe • End punctuation • Quotation marks • Dashes/parenthesis • Italics/underlining IV. Writing Business Messages A. Memo/Email 1. Format o Standard parts o Optional parts 2. Routine messages o Transmittal o Direct Request	Group discussions Practice Exercises Practice Exercises Editing and Revision Practice Exercises Editing and Revision Analysis of formats Practice Exercises Analysis of sample documents Group and individual writing Peer editing	2 2 4 6 3 4

B. Letters 1. Format o Standard parts o Optional parts	Analysis of formats Practice Exercises	3
2. Routine Messages o Information Request – Reply o Direct claim	Individual writing Peer-editing activities Analysis of sample documents	4
3. Persuasive Messages o Claim o Job Search - Self / Career Appraisal - Cover letter - Resume - Follow-up letter - Recommendation letter - Resignation letter - Job Interview	Individual writing Peer-editing activities Analysis of sample documents Internet and library research Individual writing Oral presentation	4 10
4. Bad news o Refusing typical requests o Handling bad news (Case Studies) - Dealing with disappointed customers - Handling problems with orders - Denying claims - Announcing rate/price increases - Refusing credit - Select	Analysis of sample documents Group and individual writing Peer-editing activities Analysis of case studies	4 2
		60 hours

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