UNIVERSIDAD DEL AZUAY

FACULTAD DE CIENCIAS JURÍDICAS
ESCUELA DE ESTUDIOS INTERNACIONALES

1. Datos generales

Materia: BUSINESS ENGLISH AND WRITING SKILLS
Código: CJU0009
Paralelo:
Periodo : Septiembre-2019 a Febrero-2020
Profesor: VEGA AUQUILLA MELITA VANESSA
Correo electrónico mvvega@uazuay.edu.ec

Docencia	Práctico	Autónomo: 0		Total horas
		Sistemas de tutorías	Autónomo	
4				4

Prerrequisitos:

Código: CJU0122 Materia: TECHNICAL WRITING

2. Descripción y objetivos de la materia

Proper communication through written English is not only important at the academic level, but also in one's professional field. Through Business English and Writing Skills, students will learn and practice the English writing skills needed to succeed in international studies and business environments.

In this course, students will be prepared to work and to lead a variety of business and management positions by learning the business culture and practicing the related vocabulary used everyday in organizations that use American English. Students will learn business etiquette, formal vocabulary, and idioms related to such functions as: planning and leading meetings; negotiating; communicating with superiors, subordinates, and peers; discussing financial information; providing customer service; working in and leading teams; developing proposals; and communicating for the Internet.

This course reinforces and enhances previous knowledge obtained in Technical Writing and Advanced English Composition, to prepare students for future English writing projects such as the thesis design and the thesis itself.

3. Contenidos

1	**Business communication skills**
1.1	Working with words: talking about first impressions (1 horas)
1.2	Business communication skills: exchanging information (0 horas)
1.3	Practically speaking: exchanging contact details (1 horas)
1.4	Language at work: present simple and continuous (0 horas)
1.5	Case study: Making business connections (1 horas)
2	**MOTIVATION**
2.1	Working with words: Motivation (1 horas)
2.2	Business communication skills: socializing (0 horas)
2.3	Practically speaking: exiting a coversation (1 horas)
2.4	Language at work: question form review (0 horas)
2.5	Case study: solving staffing problems (1 horas)
3	**ON SCHEDULE**
3.1	Working with words: Managing projects (1 horas)
3.2	Business communication skills: meetings (0 horas)
3.3	Practically speaking: Catching up with colleagues (1 horas)
3.4	Language at work: Present perfect and past simple (0 horas)
3.5	Case study: Organizing a road show (1 horas)
4	**NEW IDEAS**
4.1	Working with words: Ideas and innovations (0 horas)

4.2	Business communication skills: Presenting (1 horas)
4.3	Practically speaking: thanking and responding (0 horas)
4.4	Language at work: present, past and future ability (1 horas)
4.5	Case study: investing in a new idea (1 horas)
5	CUSTOMER SERVICE
5.1	Working with words: customer service (1 horas)
5.2	Business communication skills: exchanging information (0 horas)
5.3	Practically speaking: reassuring and symphatizing (1 horas)
5.4	Language at work: direct and indirect questions (0 horas)
5.5	Case study: Dealing with customer service problems (1 horas)
6	ETHICAL BUSINESS
6.1	Working with words: ethical business (1 horas)
6.2	Business communication skills: Presenting plans (0 horas)
6.3	Practically speaking: responding to situations (1 horas)
6.4	Language at work: talking about the future (1 horas)
6.5	Case study: promoting ethical business (1 horas)
7	MAKING DECISIONS
7.1	Working with words: personality and decision making (1 horas)
7.2	Business communication skills: meetings decisions (0 horas)
7.3	Practically speaking: talking about social plans (1 horas)
7.4	Language at work: Countability/ quantity (0 horas)
7.5	Case study: resolving an expansion crisis (1 horas)
8	OUTSOURCING
8.1	Working with words: outsourcing (1 horas)
8.2	Business communication skills: presenting facts (1 horas)
8.3	Practically speaking: apologizing and responding (0 horas)
8.4	Language at work: The passive (1 horas)
8.5	Case study: making a case for outsourcing (1 horas)
9	EMPLOYEES
9.1	Working with words: changing jobs (1 horas)
9.2	Business communication skills: meetings: negotiation (0 horas)
9.3	Practically speaking: responding quick requests (1 horas)
9.4	Language at work: First and Second conditionals (0 horas)
9.5	Case study: negotiating a repatriation package (1 horas)
10	NEW BUSINESS
10.1	Working with words: starting up a business (1 horas)
10.2	Business communication skills: socializing at work (1 horas)
10.3	Practically speaking: avoiding/saying no (1 horas)
10.4	Language at work: present perfect simple and continous (1 horas)
10.5	Case study: using contacts to help in business (1 horas)
11	COMMUNICATIONS
11.1	Working with words: communication (1 horas)
11.2	Business communication skills: explaining procedures (1 horas)
11.3	Practically speaking: dealing situations on the phone (1 horas)
11.4	Language at work: Modal verbs obligation/prohibition (1 horas)
11.5	Case study: solving a communication problem (1 horas)
12	CHANGE
12.1	Working with words: talking about change (1 horas)

12.2	Business communication skills: presenting future plans (1 horas)
12.3	Practically speaking: being negative diplomatically (1 horas)
12.4	Language at work: future continuous, future perfect (1 horas)
12.5	Case study: Increasing operantional efficiency (1 horas)
13	FACTS AND FIGURES
13.1	Working with words: numbers and trends (1 horas)
13.2	Business communication skills: factual information (1 horas)
13.3	Practically speaking: talking about news at work (1 horas)
13.4	Language at work: reported speech (1 horas)
13.5	Case study: reaching target markets online (1 horas)
14	CULTURE
14.1	Working with words: cultural differences (1 horas)
14.2	Business communication skills: narrating past events (1 horas)
14.3	Practically speaking: talking about TV, films and books (1 horas)
14.4	Language at work: narrative tenses (1 horas)
14.5	Case study: investigating an intercultural problem (1 horas)
15	PERFORMANCE
15.1	Working with words: staff appraisals (1 horas)
15.2	Business communication skills: discussing and evaluating performance (1 horas)
15.3	Practically speaking: making people feel relaxed (1 horas)
15.4	Language at work: third and mixed conditionals (1 horas)
15.5	Case study: overcoming business setbacks (1 horas)
16	CAREER BREAKS
16.1	Working with words: taking a career break (1 horas)
16.2	Business communication skills: presenting a personal case (1 horas)
16.3	Practically speaking: talking about taking time off (1 horas)
16.4	Language at work: ing form and infinitive (1 horas)
16.5	Case study: applying for a community placement (1 horas)

4. Sistema de Evaluación

Resultado de aprendizaje de la carrera relacionados con la materia

Resultado de aprendizaje de la materia	Evidencias
aq. Conocer los lineamientos que las empresas deben seguir para entrar en un proceso de internacionalización	
-Demonstrate a mastery of common English financial and accounting terminology used both inside a company and for external reporting purposes.	-Evaluación escrita -Trabajos prácticos - productos
ar. Brindar las herramientas necesarias para cumplir con un proceso de internacionalización de un producto, marca o empresa	
-Demonstrate the ability to communicate fluently and accurately in English when writing business memoranda, emails, reports, proposals, etc.	-Evaluación escrita -Trabajos prácticos - productos
ba. Comunicarse con fluidez y precisión en español y en un idioma extranjero, de forma oral y escrita	
-Demonstrate the ability to read and comprehend business-related news and literature in English.	-Evaluación escrita -Evaluación oral -Trabajos prácticos - productos
bb. Aplicar técnicas que permiten una comprensión lectora profunda de los textos en español y/o un idioma extranjero	
-Demonstrate the ability to read and comprehend business-related news and literature in English.	-Evaluación escrita -Trabajos prácticos - productos
bc. Argumentar y debatir de manera activa y efectiva dentro de los contextos universitario y social a través del pensamiento crítico	
-Recognize and differentiate Latin American and US cultures, and how business operations are impacted by these differences.	-Evaluación escrita -Trabajos prácticos - productos

Desglose de evaluación

Evidencia	Descripción	Contenidos sílabo a evaluar	Aporte	Calificación	Semana
Trabajos prácticos - productos	Writing improvement exercises: passive voice, you view, emphasis, audience tone		APORTE	2	Semana: 3 (23/09/19 al 28/09/19)
Trabajos prácticos - productos	Business letter rewrite - indirect strategies		APORTE	2	Semana: 4 (30/09/19 al 05/10/19)
Trabajos prácticos - productos	Financial letter edit		APORTE	2	Semana: 4 (30/09/19 al 05/10/19)
Evaluación escrita	Written test - drafting, editing, proofing		APORTE	4	Semana: 5 (07/10/19 al 10/10/19)
Evaluación oral	Letter reduction challenge and rewrite		APORTE	2	Semana: 6 (14/10/19 al 19/10/19)
Evaluación oral	Group assignment - memo with recommendations with face to face meeting		APORTE	3	Semana: 7 (21/10/19 al 26/10/19)
Trabajos prácticos - productos	Digital media messaging for the workplace		APORTE	1	Semana: 8 (28/10/19 al 31/10/19)
Trabajos prácticos - productos	Test 2		APORTE	4	Semana: 10 (11/11/19 al 13/11/19)
Trabajos prácticos - productos	Claim denial and request refusal correspondence		APORTE	2	Semana: 12 (25/11/19 al 30/11/19)
Trabajos prácticos - productos	Persuasive messages - request for recommendation letter/employee refusal		APORTE	2	Semana: 13 (02/12/19 al 07/12/19)
Trabajos prácticos - productos	Persuasive sales letter using AIDA strategy		APORTE	2	Semana: 14 (09/12/19 al 14/12/19)
Evaluación escrita	Test 3		APORTE	4	Semana: 16 (al)
Evaluación escrita	Final exam		EXAMEN	20	Semana: 19 (13/01/20 al 18/01/20)
Trabajos prácticos - productos	Supletorio		SUPLETORIO	20	Semana: 21 (al)

Metodología

Classes will contain both theoretical and practical material. The teacher will give a brief theoretical explanation on the various business topics and the related vocabulary, and then students will complete various exercises and assignments that apply the new vocabulary to business settings.
Assignments are due on the date assigned. Late material will be graded but a reduced score will be recorded.

Criterios de Evaluación

Active participation in class will be considered and rewarded by 10% of students' grades for each grading period. Participation includes regular attendance, contributions to small group and class discussions, and responses to questions posed by the instructor. All written assignments and projects will be evaluated or correct English spelling, grammar, and logical presentation of ideas.
Every assignment must include proper bibliographic citations; plagiarism will not be accepted in any way. Plagiarism will result in a zero score for an assignment, and subsequent offenses can result in course failure.

Systems of Evaluation (3, 6)
Evidence of Learning for each outcome:

1. Demonstrate the ability to read and comprehend business-related news and literature in English.
   1. Complete reading comprehension exercises in class and out of class
   2. Read and explain articles from business news sources.
   3. Maintain a reading journal that highlights new vocabulary and business usage.
2. Recognize and differentiate Latin American and US cultures, and how business operations are impacted by these differences.
   1. Participate in classroom exercises and case studies that highlight cultural implications for business.
   2. Interpret common business conversations in English, including discussions that include idioms, cultural non-verbal communications, etc.
3. Demonstrate a mastery of common English financial and accounting terminology used both inside a company and for external reporting purposes.
   1. Solve in-class interpretation exercises involving financial reports and literature.
   2. Prepare summary financial reports for management consumption.
4. Demonstrate the ability to communicate fluently and accurately in English when writing business memoranda, emails, reports, proposals, etc.
   1. Complete in-class exercises to compose various forms of written communications.

Prepare formal reports for management.

5. Referencias

Bibliografía base

Libros

Autor	Editorial	Título	Año	ISBN
BROOK-HART, GUY	Cambridge University Press	BUSINESS BENCHMARK, ADVANCED	2009	NO INDICA
DUCKWORTH, MICHAEL AND TURNER, REBECCA	Oxford	BUSINESS RESULTS UPPER INTERMEDIATE	2012	NO INDICA
GILLETT, AMY	Language Success Press	SPEAK BUSINESS ENGLISH LIKE AN AMERICAN	2013	NO INDICA
GILLETT, AMY	Language Success Press	SPEAK BETTER BUSINESS ENGLISH AND MAKE MORE MONEY	2012	NO INDICA
PILE, LOUIS AND LOWE, SUSAN	Pearson Longman	INTELLIGENT BUSINESS UPPER INTERMEDIATE	2008	NO INDICA
ROSENBERG, MARJORIE	Cambridge University Press	BUSINESS ADVANTAGE	2012	NO INDICA
SANDFORD, GEORGE	Praski Publishing	BUSINESS ENGLISH DISCUSSIONS	2012	NO INDICA
SANDFORD, GEORGE	Praski Publishing	BUSINESS AND GENERAL ENGLISH	2013	NO INDICA
TULLIS, GRAHAM AND TRAPPE, TONYA	Longman	INSIGHTS INTO BUSINESS. STUDENT BOOK.	2005	NO INDICA

Web

Autor	Título	URL
Adams, Rc	Proquest	http://search.proquest.
Business Week	Business Week	www.businessweek.com
Millman, Joel	Proquest	http://search.proquest.
Swann, Gmp	Proquest	http://search.proquest.
Bloomberg	Bloomberg	www.bloomberg.com
Usa Today	Usa Today	www.usatoday.com
Wsj	Wsj	www.wsj.com

Software

Bibliografía de apoyo

Libros

Autor	Editorial	Título	Año	ISBN
Guffey, M.E., Loewy, D.	CENGAGE Learning	Essentials of Business Communication 10 e	2014	978-1-285-85889-0

Web

Software

Docente

Director/Junta

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