UNIVERSIDAD DEL AZUAY

FACULTAD DE CIENCIAS JURÍDICAS
ESCUELA DE ESTUDIOS INTERNACIONALES

1. Datos

Materia: BUSINESS ENGLISH AND WRITING SKILLS

Código: CJU0009

Paralelo: B

Periodo : Septiembre-2018 a Febrero-2019

Profesor: MOSCOSO AMADOR MARÍA DE LOURDES

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Prerrequisitos:

Código: CJU0122 Materia: TECHNICAL WRITING

Nivel: 5

Distribución de horas.

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

2. Descripción y objetivos de la materia

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.

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.

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. Objetivos de Desarrollo Sostenible

4. Contenidos

01.	COMMUNICATING IN THE DIGITAL AGE WORKPLACE
01.01.	Listening, culture, collectivism vs. individualism (2 horas)
01.02.	Critical thinking exercises (collectivism vs. individualism) (2 horas)
02.	PLANNING BUSINESS MESSAGES
02.01.	The communication process, the 3x3 writing process. Primary and secondary audience. Channel. (2 horas)
02.02.	Audience and language. You view, bias free, positive language, conversational tone, plain language. In class exercise. (4 horas)
03.	ORGANIZING AND DRAFTING BUSINESS MESSAGES
03.01.	Direct and indirect strategies, sentence types, sentence faults, message openers. Exercises. (2 horas)

03.02.	Emphasis, parallelism, active/passive voice, modifiers (2 horas)
03.03.	Crafting topic sentences and building coherence, common transitional expressions. Writing improvement exercises. (2 horas)
03.04.	Test #1 (2 horas)
04.	**REVISING BUSINESS MESSAGES**
04.01.	Editing, proofreading, evaluating. Improving conciseness, avoiding redundancies, fillers, wordiness, trite phrases, empty words, buried verbs. (4 horas)
04.02.	Writing improvement exercises: flabby expressions and redundancies. (2 horas)
05.	**WORKPLACE COMMUNICATIONS**
05.01.	Informational emails, interoffice memos. (2 horas)
05.02.	Readability and tone. Group assignment - memorandum. (2 horas)
06.	**CRAFTING POSITIVE MESSAGES**
06.01.	Positive messages, Request, response and instruction messages. Exercise. (2 horas)
06.02.	Direct claims, complaints, adjustment messages, goodwill messages. Exercises. (4 horas)
06.03.	Test #2 (2 horas)
07.	**WORKPLACE COMMUNICATIONS: CRAFTING NEGATIVE MESSAGES**
07.01.	Negative messages, direct vs indirect strategy, buffers, apologizing, cushioning bad news, refusing requests. (2 horas)
07.02.	Letter analysis and exercises - passive voice, subordinate clauses and implied refusals. (2 horas)
07.03.	Denying requests and claims. Case analysis - request refusal and claim denial. (2 horas)
07.04.	Managing bad news within organizations and to the public. Refusing workplace requests. Exercise - employee bad news. (2 horas)
08.	**WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES**
08.01.	Principles of effective persuasion. Planning and writing persuasive requests. Exercises - direct and indirect strategies. (2 horas)
08.02.	Exercises: persuasive requests emails (2 horas)
08.03.	The AIDA strategy for sales messages. Exercise - the sales letter. (2 horas)
09.	**BUSINESS REPORTS AND PROPOSALS**
09.01.	Informational reports, progress or interim reports, summaries (2 horas)
09.02.	Short analytical reports: Justification/recommendation reports, feasibility reports (2 horas)
09.03.	Types of proposals (internal and external, solicited or unsolicited proposals, formal, informal) (4 horas)
09.04.	Test #3 (2 horas)
10.	**BUSINESS PRESENTATIONS**
10.01.	Final business report and proposal presentations (4 horas)

5. 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 -Evaluación oral -Resolución de ejercicios, casos y otros
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 -Evaluación oral -Resolución de ejercicios, casos y otros
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 -Resolución de ejercicios, casos y otros
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 -Evaluación oral -Resolución de ejercicios, casos y otros
bc. Argumentar y debatir de manera activa y efectiva dentro de los contextos universitario y social a	

Resultado de aprendizaje de la carrera relacionados con la materia

Resultado de aprendizaje de la materia	Evidencias
través del pensamiento crítico	
-Recognize and differentiate Latin American and US cultures, and how business operations are impacted by these differences.	-Evaluación escrita -Evaluación oral -Resolución de ejercicios, casos y otros

Desglose de evaluación

Evidencia	Descripción	Contenidos sílabo a evaluar	Aporte	Calificación	Semana
Resolución de ejercicios, casos y otros	Ejercicios y casos		APORTE 1	10	Semana: 5 (15/10/18 al 20/10/18)
Evaluación escrita	Ejercicio y casos		APORTE 2	10	Semana: 10 (19/11/18 al 24/11/18)
Evaluación oral	Oral presentation		APORTE 3	10	Semana: 13 (10/12/18 al 14/12/18)
Evaluación escrita	Written exam		EXAMEN	10	Semana: 19-20 (20-01-2019 al 26-01-2019)
Evaluación oral	Oral exam		EXAMEN	10	Semana: 19-20 (20-01-2019 al 26-01-2019)
Evaluación escrita	Supletorio escrito		SUPLETORIO	10	Semana: 21 (al)
Evaluación oral	Supletorio Oral		SUPLETORIO	10	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.

6. 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

Autor	Editorial	Título	Año	ISBN
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.com/business/docview/870603518/1405C7B49394B8FFFD3/4?
Business Week	Business Week	www.businessweek.com
Millman, Joel	Proquest	http://search.proquest.com/business/docview/398898493/1405C729B1264060FA7/4?
Swann, Gmp	Proquest	http://search.proquest.com/business/docview/745603100/1405C6AD6EFAFA8B29/4?
Bloomberg	Bloomberg	www.bloomberg.com
Usa Today	Usa Today	www.usatoday.com
Wsj	Wsj	www.wsj.com

Software

Bibliografía de apoyo

Libros

Web

Software

Docente

Director/Junta

Fecha aprobación:

Estado: **Revisión**