



## 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:** ANDRADE CHACÓN ANA ISABEL

**Correo electrónico:** aandrade@uazuay.edu.ec

#### Prerrequisitos:

Código: CJU0122 Materia: TECHNICAL WRITING

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

#### 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

|          |                                                                 |
|----------|-----------------------------------------------------------------|
| <b>1</b> | <b>Business communication skills</b>                            |
| 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)               |
| <b>2</b> | <b>MOTIVATION</b>                                               |
| 2.1      | Working with words: Motivation (1 horas)                        |
| 2.2      | Business communication skills: socializing (0 horas)            |
| 2.3      | Practically speaking: exiting a conversation (1 horas)          |
| 2.4      | Language at work: question form review (0 horas)                |
| 2.5      | Case study: solving staffing problems (1 horas)                 |
| <b>3</b> | <b>ON SCHEDULE</b>                                              |
| 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)                    |
| <b>4</b> | <b>NEW IDEAS</b>                                                |
| 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)                     |
| <b>5</b>  | <b>CUSTOMER SERVICE</b>                                           |
| 5.1       | Working with words: customer service (1 horas)                    |
| 5.2       | Business communication skills: exchanging information (0 horas)   |
| 5.3       | Practically speaking: reassuring and sympathizing (1 horas)       |
| 5.4       | Language at work: direct and indirect questions (0 horas)         |
| 5.5       | Case study: Dealing with customer service problems (1 horas)      |
| <b>6</b>  | <b>ETHICAL BUSINESS</b>                                           |
| 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)                  |
| <b>7</b>  | <b>MAKING DECISIONS</b>                                           |
| 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)               |
| <b>8</b>  | <b>OUTSOURCING</b>                                                |
| 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)               |
| <b>9</b>  | <b>EMPLOYEES</b>                                                  |
| 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)          |
| <b>10</b> | <b>NEW BUSINESS</b>                                               |
| 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 continuous (1 horas) |
| 10.5      | Case study: using contacts to help in business (1 horas)          |
| <b>11</b> | <b>COMMUNICATIONS</b>                                             |
| 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)             |
| <b>12</b> | <b>CHANGE</b>                                                     |
| 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 operational efficiency (1 horas)                        |
| <b>13</b> | <b>FACTS AND FIGURES</b>                                                       |
| 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)                           |
| <b>14</b> | <b>CULTURE</b>                                                                 |
| 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)                   |
| <b>15</b> | <b>PERFORMANCE</b>                                                             |
| 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)                             |
| <b>16</b> | <b>CAREER BREAKS</b>                                                           |
| 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                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <b>ar. Brindar las herramientas necesarias para cumplir con un proceso de internacionalización de un producto, marca o empresa</b>           |                                                                                                    |
| -Demonstrate the ability to communicate fluently and accurately in English when writing business memoranda, emails, reports, proposals, etc. | -Evaluación escrita<br>-Resolución de ejercicios, casos y otros<br>-Trabajos prácticos - productos |

### Desglose de evaluación

| Evidencia                               | Descripción                         | Contenidos sílabo a evaluar | Aporte | Calificación | Semana                            |
|-----------------------------------------|-------------------------------------|-----------------------------|--------|--------------|-----------------------------------|
| Trabajos prácticos - productos          | Worksheets, classwork, case studies |                             | APORTE | 5            | Semana: 4 (30/09/19 al 05/10/19)  |
| Evaluación escrita                      | Test                                |                             | APORTE | 5            | Semana: 6 (14/10/19 al 19/10/19)  |
| Trabajos prácticos - productos          | Cases, worksheets, classwork.       |                             | APORTE | 5            | Semana: 9 (05/11/19 al 09/11/19)  |
| Evaluación escrita                      | Test                                |                             | APORTE | 5            | Semana: 11 (18/11/19 al 23/11/19) |
| Resolución de ejercicios, casos y otros | Cases, worksheets, classwork        |                             | APORTE | 5            | Semana: 13 (02/12/19 al 07/12/19) |
| Evaluación escrita                      | Test                                |                             | APORTE | 5            | Semana: 15 (16/12/19 al 21/12/19) |

| Evidencia          | Descripción  | Contenidos sílabo a evaluar | Aporte     | Calificación | Semana                            |
|--------------------|--------------|-----------------------------|------------|--------------|-----------------------------------|
| Evaluación escrita | Final exam   |                             | EXAMEN     | 20           | Semana: 19 (13/01/20 al 18/01/20) |
| Evaluación escrita | Written exam |                             | SUPLETORIO | 20           | Semana: 21 ( al )                 |

## Metodología

Classes will contain both theoretical and practical material. The teacher will give a brief theoretical explanation on various business topics and communication strategies to approach different situations in business environment. Students will be required to write messages, memos and business letters to address the specific situations in different settings/cases.

The course will include traditional communication: memos, business letters, etc.; as well as communications in the digital era, such as emails, text messages or WhatsApp.

Assignments are due on the date assigned. Late material will be graded but a reduced score will be recorded.

## Criterios de Evaluación

All written assignments and projects will be evaluated on 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.

Three modules of 10 points each will be graded during the semester. In each module, 5 points consist of classwork, worksheets, case studies and presentations. The other 5 points correspond to a test that will be given at the end of each period.

Classwork (individual and in-group), worksheets and case studies will be graded over 1 or 2 points, according to the length and difficulty of the task. Students will be informed in advance about the date of presentation, the contents and grades for each task.

NOTE: TEACHER WILL PROVIDE A HARD COPY OF THE CONTENTS OF THE COURSE ON THE FIRST DAY OF CLASS.

## 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 |
| GILLET, AMY                            | Language Success Press     | SPEAK BUSINESS ENGLISH LIKE AN AMERICAN           | 2013 | NO INDICA |
| GILLET, 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      | <a href="http://search.proquest">http://search.proquest</a> .  |
| Business Week | Business Week | <a href="http://www.businessweek.com">www.businessweek.com</a> |
| Millman, Joel | Proquest      | <a href="http://search.proquest">http://search.proquest</a> .  |
| Swann, Gmp    | Proquest      | <a href="http://search.proquest">http://search.proquest</a> .  |
| Bloomberg     | Bloomberg     | <a href="http://www.bloomberg.com">www.bloomberg.com</a>       |
| Usa Today     | Usa Today     | <a href="http://www.usatoday.com">www.usatoday.com</a>         |
| Wsj           | Wsj           | <a href="http://www.wsj.com">www.wsj.com</a>                   |

#### Software

### Bibliografía de apoyo

## Libros

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

## Web

## Software

\_\_\_\_\_  
Docente

\_\_\_\_\_  
Director/Junta

Fecha aprobación: **17/09/2019**

Estado: **Aprobado**