



FACULTAD DE CIENCIAS JURÍDICAS

ESCUELA DE ESTUDIOS INTERNACIONALES

1. Datos generales

Materia: BUSINESS ENGLISH AND WRITING SKILLS
Código: CJU0009
Paralelo: C
Periodo : Septiembre-2019 a Febrero-2020
Profesor: VEGA AUQUILLA MELITA VANESSA
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Nivel: 5

Distribución de horas.

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

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

1.1	Working with words: talking about first impressions
1.3	Practically speaking: exchanging contact details
1.5	Case study: Making business connections
2.1	Working with words: Motivation
2.3	Practically speaking: exiting a coversation
2.5	Case study: solving staffing problems
3.1	Working with words: Managing projects
3.3	Practically speaking: Catching up with colleagues
3.5	Case study: Organizing a road show
4.2	Business communication skills: Presenting

4.4	Language at work: present, past and future ability
4.5	Case study: investing in a new idea
5.1	Working with words: customer service
5.3	Practically speaking: reassuring and sympathizing
5.5	Case study: Dealing with customer service problems
6.1	Working with words: ethical business
6.3	Practically speaking: responding to situations
6.4	Language at work: talking about the future
6.5	Case study: promoting ethical business
7.1	Working with words: personality and decision making
7.3	Practically speaking: talking about social plans
7.5	Case study: resolving an expansion crisis
8.1	Working with words: outsourcing
8.2	Business communication skills: presenting facts
8.4	Language at work: The passive
8.5	Case study: making a case for outsourcing
9.1	Working with words: changing jobs
9.3	Practically speaking: responding quick requests
9.5	Case study: negotiating a repatriation package
10.1	Working with words: starting up a business
10.2	Business communication skills: socializing at work
10.3	Practically speaking: avoiding/saying no
10.4	Language at work: present perfect simple and continuous
10.5	Case study: using contacts to help in business
11.1	Working with words: communication
11.2	Business communication skills: explaining procedures
11.3	Practically speaking: dealing situations on the phone
11.4	Language at work: Modal verbs obligation/prohibition
11.5	Case study: solving a communication problem
12.1	Working with words: talking about change
12.2	Business communication skills: presenting future plans
12.3	Practically speaking: being negative diplomatically
12.4	Language at work: future continuous, future perfect
12.5	Case study: Increasing operational efficiency
13.1	Working with words: numbers and trends
13.2	Business communication skills: factual information
13.3	Practically speaking: talking about news at work
13.4	Language at work: reported speech
13.5	Case study: reaching target markets online

14.1	Working with words: cultural differences
14.2	Business communication skills: narrating past events
14.3	Practically speaking: talking about TV, films and books
14.4	Language at work: narrative tenses
14.5	Case study: investigating an intercultural problem
15.1	Working with words: staff appraisals
15.2	Business communication skills: discussing and evaluating performance
15.3	Practically speaking: making people feel relaxed
15.4	Language at work: third and mixed conditionals
15.5	Case study: overcoming business setbacks
16.1	Working with words: taking a career break

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
-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
-Evaluación oral
-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
-Evaluación oral
-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
-Evaluación oral
-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	Business communication skills, MOTIVATION, ON SCHEDULE	APORTE	2	Semana: 3 (23-SEP-19 al 28-SEP-19)
Trabajos prácticos - productos	Business letter rewrite - indirect strategies	CUSTOMER SERVICE, NEW IDEAS	APORTE	2	Semana: 4 (30-SEP-19 al 05-OCT-19)
Trabajos prácticos - productos	Financial letter edit	CUSTOMER SERVICE, NEW IDEAS	APORTE	2	Semana: 4 (30-SEP-19 al 05-OCT-19)
Evaluación escrita	Written test - drafting, editing, proofing	Business communication skills, CUSTOMER SERVICE, MOTIVATION, NEW IDEAS, ON SCHEDULE	APORTE	4	Semana: 5 (07-OCT-19 al 10-OCT-19)
Evaluación oral	Letter reduction challenge and rewrite	ETHICAL BUSINESS, MAKING DECISIONS	APORTE	2	Semana: 6 (14-OCT-19 al 19-OCT-19)
Evaluación oral	Group assignment - memo with recommendations with face to face meeting	MAKING DECISIONS, OUTSOURCING	APORTE	3	Semana: 7 (21-OCT-19 al 26-OCT-19)
Trabajos prácticos - productos	Digital media messaging for the workplace	MAKING DECISIONS	APORTE	1	Semana: 8 (28-OCT-19 al 31-OCT-19)
Trabajos prácticos - productos	Test 2	EMPLOYEES, ETHICAL BUSINESS, MAKING DECISIONS, NEW BUSINESS, OUTSOURCING	APORTE	4	Semana: 10 (11-NOV-19 al 13-NOV-19)
Trabajos prácticos - productos	Claim denial and request refusal correspondence	CHANGE, COMMUNICATIONS	APORTE	2	Semana: 12 (25-NOV-19 al 30-NOV-19)
Trabajos prácticos - productos	Persuasive messages - request for recommendation letter/employee refusal	CULTURE, FACTS AND FIGURES	APORTE	2	Semana: 13 (02-DIC-19 al 07-DIC-19)
Trabajos prácticos - productos	Persuasive sales letter using AIDA strategy	CAREER BREAKS, CULTURE, PERFORMANCE	APORTE	2	Semana: 14 (09-DIC-19 al 14-DIC-19)
Evaluación escrita	Test 3	CAREER BREAKS, CHANGE, CULTURE, FACTS AND FIGURES, PERFORMANCE	APORTE	4	Semana: 16 (al)
Evaluación escrita	Final exam	Business communication skills, CAREER BREAKS, CHANGE, COMMUNICATIONS, CULTURE, CUSTOMER SERVICE, EMPLOYEES, ETHICAL BUSINESS, FACTS AND FIGURES, MAKING DECISIONS, MOTIVATION, NEW BUSINESS, NEW IDEAS, ON SCHEDULE, OUTSOURCING, PERFORMANCE	EXAMEN	20	Semana: 19 (13-ENE-20 al 18-ENE-20)
Trabajos prácticos - productos	Supletorio	Business communication skills, CAREER BREAKS, CHANGE, COMMUNICATIONS, CULTURE, CUSTOMER SERVICE, EMPLOYEES, ETHICAL BUSINESS, FACTS AND FIGURES, MAKING DECISIONS, MOTIVATION, NEW BUSINESS, NEW IDEAS, ON SCHEDULE, OUTSOURCING, PERFORMANCE	SUPLETORIO	20	Semana: 21 (al)

Metodología

Criterios de evaluación

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
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	http://search.proquest.com/business/docview/870603518/1405C7B49394B8FFFD3/4?accountid=36552
Business Week	Business Week	www.businessweek.com
Millman, Joel	Proquest	http://search.proquest.com/business/docview/398898493/1405C729B1264060FA7/4?accountid=36552
Swann, Gmp	Proquest	http://search.proquest.com/business/docview/745603100/1405C6AD6EFAFA8B29/4?accountid=36552
Bloomberg	Bloomberg	www.bloomberg.com
Usa Today	Usa Today	www.usatoday.com
Wsj	Wsj	www.wsj.com

Software

Revista

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

Revista

Docente

Director/Junta

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