



FACULTAD DE CIENCIAS JURÍDICAS

ESCUELA DE ESTUDIOS INTERNACIONALES

1. Datos generales

Materia: BUSINESS ENGLISH AND WRITING SKILLS
Código: CJU0009
Paralelo: A
Periodo : Septiembre-2018 a Febrero-2019
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

01.01.	Listening, culture, collectivism vs. individualism
01.02.	Critical thinking exercises (collectivism vs. individualism)
02.01.	The communication process, the 3x3 writing process. Primary and secondary audience. Channel.
02.02.	Audience and language. You view, bias free, positive language, conversational tone, plain language. In class exercise.
03.01.	Direct and indirect strategies, sentence types, sentence faults, message openers. Exercises.
03.02.	Emphasis, parallelism, active/passive voice, modifiers
03.03.	Crafting topic sentences and building coherence, common transitional expressions. Writing improvement exercises.
03.04.	Test #1
04.01.	Editing, proofreading, evaluating. Improving conciseness, avoiding redundancies, fillers, wordiness, trite phrases, empty words, buried verbs.
04.02.	Writing improvement exercises: flabby expressions and redundancies.

05.01.	Informational emails, interoffice memos.
05.02.	Readability and tone. Group assignment - memorandum.
06.01.	Positive messages, Request, response and instruction messages. Exercise.
06.02.	Direct claims, complaints, adjustment messages, goodwill messages. Exercises.
06.03.	Test #2
07.01.	Negative messages, direct vs indirect strategy, buffers, apologizing, cushioning bad news, refusing requests.
07.02.	Letter analysis and exercises - passive voice, subordinate clauses and implied refusals.
07.03.	Denying requests and claims. Case analysis - request refusal and claim denial.
07.04.	Managing bad news within organizations and to the public. Refusing workplace requests. Exercise - employee bad news.
08.01.	Principles of effective persuasion. Planning and writing persuasive requests. Exercises - direct and indirect strategies.
08.02.	Exercises: persuasive requests emails
08.03.	The AIDA strategy for sales messages. Exercise - the sales letter.
09.01.	Informational reports, progress or interim reports, summaries
09.02.	Short analytical reports: Justification/recommendation reports, feasibility reports
09.03.	Types of proposals (internal and external, solicited or unsolicited proposals, formal, informal)
09.04.	Test #3

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

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

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

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

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

Desglose de evaluación

Evidencia	Descripción	Contenidos sílabo a evaluar	Aporte	Calificación	Semana
Evaluación escrita	Ejercicios para mejorar redacción y edición.	COMMUNICATING IN THE DIGITAL AGE WORKPLACE, PLANNING BUSINESS MESSAGES	APORTE 1	2	Semana: 3 (01-OCT-18 al 06-OCT-18)
Evaluación escrita	Edición de oficio	ORGANIZING AND DRAFTING BUSINESS MESSAGES	APORTE 1	2	Semana: 3 (01-OCT-18 al 06-OCT-18)
Evaluación escrita	Prueba 1	COMMUNICATING IN THE DIGITAL AGE WORKPLACE, ORGANIZING AND DRAFTING BUSINESS MESSAGES, PLANNING BUSINESS MESSAGES	APORTE 1	5	Semana: 4 (09-OCT-18 al 13-OCT-18)
Evaluación escrita	Ejercicios voz pasiva	ORGANIZING AND DRAFTING BUSINESS MESSAGES	APORTE 1	1	Semana: 4 (09-OCT-18 al 13-OCT-18)
Evaluación escrita	Mensajes cortos, memorandums, quejas y reclamos	REVISING BUSINESS MESSAGES, WORKPLACE COMMUNICATIONS	APORTE 2	5	Semana: 8 (05-NOV-18 al 10-NOV-18)
Evaluación escrita	Prueba 2	CRAFTING POSITIVE MESSAGES, WORKPLACE COMMUNICATIONS	APORTE 2	5	Semana: 9 (12-NOV-18 al 14-NOV-18)
Evaluación escrita	Mensajes negativos, negaciones	WORKPLACE COMMUNICATIONS: CRAFTING NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	APORTE 3	2	Semana: 11 (26-NOV-18 al 01-DIC-18)
Evaluación escrita	Mensajes persuasivos	WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	APORTE 3	3	Semana: 12 (03-DIC-18 al 08-DIC-18)
Evaluación escrita	Prueba 2	BUSINESS PRESENTATIONS, BUSINESS REPORTS AND PROPOSALS, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	APORTE 3	5	Semana: 14 (17-DIC-18 al 22-DIC-18)
Evaluación escrita	Examen escrito	BUSINESS PRESENTATIONS, BUSINESS REPORTS AND PROPOSALS, COMMUNICATING IN THE DIGITAL AGE WORKPLACE, CRAFTING POSITIVE MESSAGES, ORGANIZING AND DRAFTING BUSINESS MESSAGES, PLANNING BUSINESS MESSAGES, REVISING BUSINESS MESSAGES, WORKPLACE COMMUNICATIONS, WORKPLACE COMMUNICATIONS: CRAFTING NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	EXAMEN	15	Semana: 19-20 (20-01-2019 al 26-01-2019)
Evaluación oral	Presentación de una propuesta de negocios	BUSINESS PRESENTATIONS, BUSINESS REPORTS AND PROPOSALS, COMMUNICATING IN THE DIGITAL AGE WORKPLACE, CRAFTING POSITIVE MESSAGES, ORGANIZING AND DRAFTING BUSINESS MESSAGES, PLANNING BUSINESS MESSAGES, REVISING BUSINESS MESSAGES, WORKPLACE COMMUNICATIONS, WORKPLACE COMMUNICATIONS: CRAFTING NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES	EXAMEN	5	Semana: 19-20 (20-01-2019 al 26-01-2019)
Evaluación escrita	Supletorio	BUSINESS PRESENTATIONS, BUSINESS REPORTS AND PROPOSALS, COMMUNICATING IN THE DIGITAL AGE WORKPLACE, CRAFTING POSITIVE MESSAGES,	SUPLETORIO	20	Semana: 21 (al)

Evidencia	Descripción	Contenidos sílabo a evaluar	Aporte	Calificación	Semana
		ORGANIZING AND DRAFTING BUSINESS MESSAGES, PLANNING BUSINESS MESSAGES, REVISING BUSINESS MESSAGES, WORKPLACE COMMUNICATIONS, WORKPLACE COMMUNICATIONS: CRAFTING NEGATIVE MESSAGES, WORKPLACE COMMUNICATIONS: PERSUASIVE MESSAGES			

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

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Revista

Docente

Director/Junta

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