

INTER AMERICAN UNIVERSITY OF PUERTO RICO
_____ CAMPUS
DEPARTMENT OF _____

COURSE SYLLABUS

I. GENERAL INFORMATION

Course Title	:	Business Communication in English
Course number	:	OMSY 3040
Credits	:	Three (3)
Academic Term	:	
Professor	:	
Office Hours	:	
Office Phone	:	
E-Mail	:	

II. COURSE DESCRIPTION

Development of oral and written business communication skills in English. Writing and revision of business documents. Application of language rules and simple oral practices. Requires 45 hours of lecture-lab. Prerequisites: GEEN 1101 or equivalent and OMSY 1101 or GEIC 1010.

III. OBJECTIVES

It is expected that upon completing the course, the student will be able to:

1. Explain oral and written communication impact in the workplace.
2. Use office technology effectively in the business communication process.
3. Organize, compose, and edit business documents, such as letters, interoffice memorandums, résumés, itineraries, agendas, and reports, among others.
4. Demonstrate positive attitudes and traits to succeed in diverse social and business environments.
5. Understand cross-cultural business communication challenges from a global perspective.
6. Demonstrate attitudes, characteristics and skills desirable and necessary to perform successfully in the business environment, such as: initiative, responsibility, positive attitude toward work, personal appearance, good interpersonal relationships, concentration, decision making, skills in handling time, skills of communication, confidentiality, an ability to work as a team member.

IV. COURSE CONTENT

A. The Communication Process

1. Communication in the Workplace
 - a. Communication Characteristics
 - b. Nonverbal, Listening, and Speaking Skills
 - c. Facing Communication Challenges
 - The communication process
 - Culture and communication
 - Workforce diversity
2. The Written Communication Process
 - a. The 4 Cs of Good Business Writing
 - b. Drafting Business Messages
 - Writing in a Positive, Unbiased, Reader-Focused Tone
 - Revising, Editing, and Proofreading Business Messages
 - Correct Use of Abbreviations and Acronyms
 - Use of the Dictionary
 - Proofreaders' Marks
3. Meeting Management
 - a. Objectives of a meeting
 - b. Formal meetings in the workplace
 - c. Suggestions to ensure a productive meeting
 - d. Meeting formats: advantages and limitations
4. Writing and Composition of Business Messages
 - a. Body of a message: Opening, Focus, Action, and Closing parts
 - b. Planning Written Business Message
 - The Direct Approach
 - The Indirect Approach
 - c. Basic parts of the body of Positive and Neutral News Messages
 - d. Persuasive Messages
 - e. Employment Messages
 - Resumé
 - Cover Letter/Follow-up Message

B. Technology and Electronic Communication

1. *Microsoft Word* editing tools
 - a. Speller
 - b. Grammar
 - c. Thesaurus
 - d. AutoCorrect
 - e. AutoText
 - f. Templates
2. Electronic Mail (E-mail)
 - a. E-mail Addresses
 - b. Effective E-mail Messages
 - c. E-mail Tips and Netiquette

V. ACTIVITIES

1. Individual and/or teamwork exercises
2. Presentations
3. Production of business documents

VI. EVALUATION

Formal Test I	15%
Formal Test II	15%
Special Topic	10%
Quizzes*	20%
Business Documents Production (editing and composing)	20%
Final Test	<u>20%</u>
Total	100%

ASSESSMENT STRATEGY

Portfolio

VII. SPECIAL NOTES

- A. Supporting Services or Special Needs
Students requiring additional services or special assistance must request these at the beginning of the course or as soon as they learn that they need them, through the appropriate register in _____.
- B. Honesty, Fraud, and Plagiarism
The lack of honesty, fraud, plagiarism and any other inadequate behavior in relation to academic work constitute major infractions sanctioned by General Student Regulations. Major infractions, according to General Student Regulations, may result in suspension from the University for a definite period of time greater than one year or the permanent expulsion from the University, among others sanctions.
- C. Use of Electronic Devices
Cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited.

VIII. EDUCATIONAL RESOURCES

A. Textbook

Lehman, C. & Dufrene, D. (2016) *BComm 7*. (7th Ed.). Cengage Learning.

B. Supplementary Reading

academic.cengage.com/businesscommunication/merrier

C. Audiovisual Equipment and Materials

1. Multi-media projector
2. Word Processor
3. Flash memory
4. Supplementary materials and exercises

IX. BIBLIOGRAPHY

A. Books

Camp, S. & Satterwhite, M. (2015). *College English and Business Communication*. (10th Ed.). McGraw-Hill Education.

Guffey, M. (2015) *Business Communication: Process and Product*. (8th Edition). Cengage Learning.

Lehman, C. & DuFrene. (2015). *BCOM 6* (6TH. Edition). Cengage Learning.

B. Internet (Web Sites) Resources

Communication Skills

<http://www.mindtools.com/CommSkill/EmailCommunication.htm>

International Business Culture, Customs and Etiquette

www.executiveplanet.com

Revised: July 2015