

UNIVERSITY OF PUERTO RICO
RIO PIEDRAS CAMPUS
COLLEGE OF BUSINESS ADMINISTRATION¹
BUSINESS ENGLISH DEPARTMENT

Course Title: Oral Business Communication

Course Code: BUEN 3008

Professor's contact information and Office hours:

Anamari Irizarry Quintero, Ph.D.

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Office location: AMO 210 Office #12

787-764-0000, ext. 87290, 787-605-6123

Tuesdays 10:00 am to 2:30 pm (should you need to meet at another time, please let me know)

Credits/hours: 2 credits 2 class hours weekly

Requirements: INGL 3102

DESCRIPTION:

This is a conversational course designed to give students practice in communicating their ideas in business situations. This is achieved through the students' constant classroom practice provided by the instructor and textbooks with the help of the language laboratory. Special attention is given to minimizing interference from Spanish to English while students express their ideas in simulated business contexts.

GENERAL OBJECTIVES:

Consistent with the Business English Department's general objectives, by the end of the BUEN 3008 course, the students will be able to:

- A. communicate in English with increased ease and self-confidence
- B. develop effective oral, nonverbal, and listening skills
- C. increase their general business vocabulary
- D. become aware of the importance of preparing for business presentations
- E. solve problems that occur during the development and delivery of business presentations.
- F. Design, develop and deliver oral business presentations

¹ **Mission of the College of Business Administration:**

To develop professional and academic leaders, by providing an excellent education and research initiatives that prepare them to serve in business environments.

Misión de la Facultad de Administración de Empresas:

Desarrollar líderes profesionales y académicos, mediante una educación de excelencia e iniciativas de investigación que les prepare para servir en el contexto empresarial.

SPECIFIC OBJECTIVES:

Consistent with the Business English Department's general objectives, by the end of the BUEN 3008 course, the students will be able to:

- A. listen actively in order to develop successful relationships and to learn from others
- B. receive and use constructive criticism
- C. learn to use both business vocabulary and common vocabulary appropriately
- D. learn to pronounce and use grammar so that they are understood
- E. deliver messages with intonation and clear articulation
- F. use proper pitch, rate, and volume
- G. use effective nonverbal communication
- H. organize ideas properly by planning their speech (introduction, development, and conclusion)
- I. use visual aids to enhance oral presentations
- J. apply specific principles and techniques for effective oral presentations

INSTRUCTIONAL STRATEGIES

The course is student centered; therefore, students are required to actively participate in class through a variety of strategies which will include creative dramatics (role play). Collaboration among students is expected while reacting to oral discourse. Peer response, and group collaboration during class activities and presentations will be promoted for added practice in listening and speaking skills, as well as building vocabulary.

Students will participate in a variety of spontaneous and planned business simulations:

- formal and informal discussions
- panel discussions
- formal business presentations
- a job interview
- problem solving meetings

COURSE REQUIREMENTS AND STUDENTS RESPONSIBILITIES

In order to complete the course successfully, students are required to actively participate in class discussion. All assignments must be on time/Written assignments can be turn in via email. Attendance in class is obligatory. Students will arrive to class on time. Personal needs, such as eating and use of the restroom should be tended to before entering the classroom. All cell phones must be turned off. If there is a need to take medication or some other valid excuse for leaving the classroom, the student should inform the professor beforehand.

****** Please note:** the use of personal technology (smart phones, laptops, etc.) for any purpose other than note-taking and accessing course material is strictly prohibited. Any student who violates this policy will receive a failing grade for class participation.

RESOURCES

Although there is no assigned text, dictionary, thesaurus, library, Internet, etc. will be used during the course.

EVALUATION

Class work	15%
Attendance and participation	15%
Oral Speeches and Debate (3)	50%
Final Speech	20%

Grading system

A	100 – 90
B	89 -- 80
C	79 -- 70
D	69 -- 60
F	59 -- 0

*** The syllabus states and lists activities and topics as considered right for this class. However, circumstances beyond our capacity may force the professor to deviate from said plan. All efforts will be employed to try and follow the syllabus to the letter; still changes are likely and part of human activities.

LAW 51

In accordance with the recommendation of the Dean of Students Office (Division for Persons with Disabilities), students who are clients of the Office of vocational Rehabilitation must contact the professor at the beginning of the semester in order to make arrangements for reasonable accommodations and for any necessary auxiliary equipment. Other students with special needs who require any kind of assistance or reasonable accommodations should also contact the professor. Alternative evaluation methods will be provided to students with identified special needs.

Suggested References

1. American Bar Association. (2009). *The ABA guide to international business negotiations: a comparison of cross-cultural issues and successful approaches*.
2. Baker, C. (1996). *Foundations of bilingual education and bilingualism*. Clevedon: Multilingual Matters Ltd.
3. Baker, C. (1996). *Foundations of bilingual education and bilingualism*. Clevedon: Multilingual Matters Ltd.
4. Berry, C. (2000). *Your Voice and How to Use it*. Great Britain: Virgin Books.
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- Prentice-Hall.
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 9. Burn, W.L. (1951). *The British West Indies*. Connecticut: Greenwood Press.
 10. Canovar, N. (2012). *Business writing in the digital age*. California: Thousand Oaks SAGE
 11. Cargile, A.C., Giles, H., Ryan, E.B. & Bradac, J.J. (1994). Language attitudes as a social process: A conceptual model and new directions. *Language & Communication*, 14 (3),211-236.
 12. Cheesebro, Thomas, O'Connor, Linda & Rios, Francisco. (2010). *Communicating in the Workplace*. New Jersey: Pearson Education .
 13. Comfort, J. (2011). [The mindful international manager : how to work effectively across cultures](#). Philadelphia: Kogan Page.
 14. Cuadrado, C. (2011). *Protocolo y comunicación en la empresa y los negocios*. Madrid: Fundación Confemetal
 15. De Mooij, M. (2014). *Global Marketing and Advertising, Understanding Cultural Paradoxes*. Los Angeles: Sage.
 16. Furnham, A. (2010). *Body language in Business: decoding the signals*. New York: Plagrave Macmillan.
 17. Gilbert, J. (2014). *Clear Speech, Pronunciation and Listening Comprehension in North American English*. New York: Cambridge University Press
 18. Haghirian, Parissa. (2011). *Multinational and cross-cultural management: the transfer of knowledge within the multinational corporations*. London: Routledge.
 19. Harkiolakis, N. (2012). *E-negotiations: networking and cross-cultural business transactions*. Burlington: Famham Surrey Gower.
 20. Highley, C. (2012). *Sobrevive en la jungla corporativa: etiqueta de negocios*. San Juan.
 21. Houndmills, B. (2011). *Latin America Business Cultures*. New York: Palgrave Macmillan.
 22. Kuiper, S. & Clippinger, D. (2009). *Contemporary Business Report Writing*. Mason, OH: South-Western Cengage Learning. (5th edition).
 23. Martin, J. (2012). *Global business etiquette: a guide to international communication and customs*. California: Praeger.
 24. Maude, Barry. (2011). *Managing cross-cultural communication: principles and practice*. New York: Palgrave Macmillan.
 25. Carté, P. (2008). *Bridging the culture gap: a practical guide to international business communication*. London: Kogan Page.
 26. Ocampo, A. (2013). *La libertad de la voz natural, Método Linklater*. Universidad Autónoma de México, México.
 27. Piekkari, R., Welch, D. and Welch, L. (2014). *Language in International Business, The Multilingual Reality of Global Business Expansion*. Massachusetts: Edward Elgar Publishing.
 28. Samovar, L. (2010). *Communication between cultures*. Boston: Cengage Learning.
 29. Sorrells, K. (2013). *Intercultural communication: globalization and social justice*. California: Thousand Oaks.
 30. Thill, J. and Bovée, C. (2013). *Excellence in Business Communication*. Boston: Pearson. Plains, NY.
 31. VandenBos, G. (2012). *Publication Manual*. American Psychological Association: Washington, D.C.
 32. Watkins, D. (2001). *The idiom adventure: fluency in speaking and listening*. Longman: White

33. Advertising World (University of Texas) – <http://advertising.utexas.edu/world/>
34. <http://www.youtube.com/watch?v=SxqwXNfYmOQ>
35. American Accounting Association – <http://aaahq.org/links.cfm>
36. <http://www.merriam-webster.com/>
37. <http://dictionary.cambridge.org/dictionary/business-english/>
38. http://www.suagm.edu/umet/biblioteca/pdf/guia_apa_6ta.pdf
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<http://www.businessweek.com>

<http://rtve.es/tveb/redes>

<http://www.researchnavigator.com> (through UPR libraries)