

**University of Puerto Rico
Río Piedras Campus
College of Business Administration
Business English Department**

COURSE OUTLINE

Mission of the College of Business Administration

Managerial leadership development, business and academic, professional and ethical excellence through education and research initiatives and service in the context of Puerto Rico and the world.

- A. Program:** **Business Communication**
- B. Title:** **Oral Business Communication**
- C. Course Code:** **BUEN 3008 / INCO 3008**
- D. Credits/hours:** **Two credits / two class hours weekly**
- E. Prerequisites:** **None**

F. Course 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.

G. Learning 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

Specific Objectives

- 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

H. Course Content

30 Hours

- | | |
|--------------------------------------------|---|
| 1. Introduction | 2 |
| A. Getting to know each other | |
| B. Discuss the syllabus and course outline | |
| 2. Business Article Discussion | 6 |
| A. Article (To be announced) | |
| B. Panel discussion | |
| C. Debate | |
| 3. How to give a business demonstration | 6 |
| A. Business Demonstration Project | |
| B. Business Demonstration Presentation | |
| 4. The Business Meeting | 4 |
| A. Different business meetings | |
| B. Business meeting presentation | |
| 5. How to give a formal business report | 4 |
| A. Reading Selections | |
| B. Business Report Presentation | |
| 6. The Telephone Conversation | 2 |
| A. Different types of phone calls | |
| B. Telephone call presentations | |

7. The Résumé	2
A. How to prepare a résumé	
8. The Job Interview	4
A. Preparing for a job interview	
B. Going on a job interview (final exam)	

I. Teaching Techniques

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

In order to complete the course successfully, students are required to actively participate in class discussion. All assignments must be on time/ written assignments should be turned in on letter-size computer paper, in black ink. Use double space, Times New Roman Lettering, and font 12. 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.

J. Available or required resources

The Business Communication Department has the following resources to support the courses such as: instructional materials prepared by the professors, audiovisual equipment (IN Focus, transparency projectors, TV set, DVD player, Laptop computers and Smart boards. Students will attend the Department's Language Laboratory and Multimedia Resource Center to experience internet research, to watch class related videos and to acquire writing assistance.

The materials used come from various reference books, articles on assigned topics, electronic references and materials, and handouts prepared by the professors. To allow for uniform assessment practices, professors develop student evaluation guidelines and rubrics that also serve the purpose of compiling and recording results for course improvement.

K. Evaluation techniques

Class work	15%
Attendance and participation	15%
Oral presentations (5)	50%
Final	20%

L. Special Needs

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.

M. Academic Integrity

“The University of Puerto Rico promotes the highest standards of academic and scientific integrity. Article 6.2 of the UPR Students General Bylaws (Board of Trustees Certification 13, 2009-2010) states that academic dishonesty includes, but is not limited to: fraudulent actions; obtaining grades or academic degrees by false or fraudulent simulations; copying the whole or part of the academic work of another person; plagiarizing totally or partially the work of another person; copying all or part of another person answers to the questions of an oral or written exam by taking or getting someone else to take the exam on his/her behalf; as well as enabling and facilitating another person to perform the aforementioned behavior. Any of these behaviors will be subject to disciplinary action in accordance with the disciplinary procedure laid down in the UPR Students General Bylaws.”

N. Grading system

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

O. Bibliography

American Bar Association. (2009). *The ABA guide to international business negotiations: a comparison of cross-cultural issues and successful approaches*.

Baker, C. (1996). *Foundations of bilingual education and bilingualism*. Clevedon: Multilingual Matters Ltd.

- Berry, C. (2000). *Your Voice and How to Use it*. Great Britain: Virgin Books.
- Bovee, Schatzman., & Thill. (2006). *Business Communication Essentials*. New York: Academic Internet Publishers, Inc.
- Bovee, C., & Thill, J. (2007). *Business Communication Today (9th Edition)*. New York: Prentice Hall.
- Breinberg, P. (1986). Language attitudes: The case of Caribbean language. In D. Sutcliffe & A. Wong (Eds.), ***The language of black experience*** (pp. 136-148). Oxford: Basil B. Blackwell.
- Canovar, N. (2012). *Business writing in the digital age*. California: Thousand Oaks SAGE
- 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.
- Cheesebro, Thomas, O'Connor, Linda & Rios, Francisco. (2010). *Communicating in the Workplace*. New Jersey: Pearson Education .
- Comfort, J. (2011). [*The mindful international manager : how to work effectively across cultures*](#). Philadelphia: Kogan Page.
- Cuadrado, C. (2011). *Protocolo y comunicación en la empresa y los negocios*. Madrid: Fundación Confemetal
- De Mooij, M. (2014). *Global Marketing and Advertising, Understanding Cultural Paradoxes*. Los Angeles:Sage.
- Furnham, A. (2010). *Body language in Business: decoding the signals*. New York: Plagrave Macmillan.
- Gilbert, J. (2014). *Clear Speech, Pronunciation and Listening Comprehension in North American English*. New York: Cambridge University Press
- Haghirian, Parissa. (2011). *Multinational and cross-cultural management: the transfer of knowledge within the multinational corporations*. London: Routledge.
- Harkiolakis, N. (2012). *E-negotiations: networking and cross-cultural business transactions*. Burlington: Famham Surrey Gower.
- Highley, C. (2012). *Sobrevive en la jungla corporativa: etiqueta de negocios*. San Juan.
- Houndmills, B. (2011). *Latin America Business Cultures*. New York: Palgrave Macmillan.

- Kuiper, S. & Clippinger, D. (2009). *Contemporary Business Report Writing*. Mason, OH: South-Western Cengage Learning. (5th edition).
- Martin, J. (2012). *Global business etiquette: a guide to international communication and customs*. California: Praeger.
- Maude, Barry. (2011). *Managing cross-cultural communication: principles and practice*. New York: Palgrave Macmillan.
- Carté, P. (2008). *Bridging the culture gap: a practical guide to international business communication*. London: Kogan Page.
- Ocampo, A. (2013). *La libertad de la voz natural, Método Linklater*. Universidad Autónoma de México, México.
- Piekkari, R., Welch, D. and Welch, L. (2014). *Language in International Business, The Multilingual Reality of Global Business Expansion*. Massachusetts: Edward Elgar Publishing.
- Samovar, L. (2010). *Communication between cultures*. Boston: Cengage Learning.
- Sorrells, K. (2013). *Intercultural communication: globalization and social justice*. California: Thousand Oaks.
- Thill, J. and Bovée, C. (2013). *Excellence in Business Communication*. Boston: Pearson. Plains, NY.
- VandenBos, G. (2012). *Publication Manual*. American Psychological Association: Washington, D.C.
- Watkins, D. (2001). *The idiom adventure: fluency in speaking and listening*. Longman: White
- Advertising World (University of Texas) – <http://advertising.utexas.edu/world/>
<http://www.youtube.com/watch?v=SxqwXNfYmOQ>
- American Accounting Association – <http://aaahq.org/links.cfm>
<http://www.merriam-webster.com/>
<http://dictionary.cambridge.org/dictionary/business-english/>
http://www.suaqm.edu/umet/biblioteca/pdf/guia_apa_6ta.pdf
<http://www.apastyle.org/>
<http://flash1r.apa.org/apastyle/basics/index.htm>
<http://www.businessweek.com>
<http://rtve.es/tveb/redes>
<http://www.researchnavigator.com> (through UPR libraries)