

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

COURSE OUTLINE

Mission of the College of Business Administration

Develop professional and academic leaders, through an education of excellence and research initiatives that will prepare them to serve in the business environment.

- A. Program:** **Business Communication**
- B. Title:** **Business Translation**
- C. Course code:** **INCO 3011**
- D. Credit/Hours:** **30 Hours (2 credits)**
- E. Prerequisites:** **None**
- F. Course description**

This course is designed for the application of the principles of translation in business settings. Emphasis is on business terminology and idiomatic expressions on both English and Spanish. Students are made aware of linguistic and cultural interferences between Spanish and English while translating diverse business documents and documents pertaining related fields. Students will use computer technology to produce documents, and conduct research using the internet. Students are introduced to simultaneous interpretation.

G. Learning objectives

Upon completion of the course, students will:

1. apply translation principles
2. discuss how inaccuracies in a translation can cause communication problems
3. identify structural differences of English and Spanish
4. avoid using false cognates and confusing words
5. use different types of translations
6. translate business, and business related documents effectively
7. explore interpretation in several contexts

Specific Objectives

Upon completion of the course, students will be able to:

1. analyze original texts to identify audience, purpose and style before translating
2. identify cultural and linguistic problems in translations
3. develop a glossary of updated business terminology and idiomatic expressions in English
4. translate different types of business documents
5. compare originals with translations for agreement of content and style
6. use general and specialized dictionaries and other references
7. learn the basics of simultaneous interpretation
8. successfully use the variety of resources available on the internet as essential tools in the translation process.

H. Course content	Hours
1. Introduction to translation Importance in business communication Principles of translation Available sources	3
2. Types of translations Literal Faithful Free	3
3. Translation process Reading and analyzing Drafting Revising and editing Formatting Proofreading	3
4. Translation problems between English and Spanish Structural differences False cognates Confusing words Idiomatic expressions Prepositions and time expressions Specialized terms Cultural adjustment	12
5. Translation techniques Transposition Modulation	2

6. Revision strategies	4
Reading translation out loud	
Distancing oneself from the text (lag time)	
Simultaneously checking the original with the translation	
Making a back translation of translated text into the source language	
7. Introduction to interpreting	3
Importance	
Principles	
Application of principles	
Total	30

I. Teaching techniques

Students use both English and Spanish as the target language for their business translations. This course is mostly taught as a workshop where students experience hands-on translating, from Spanish to English and English to Spanish, of current business documents such as letters, memorandums, notices, advertisements, call for bids, legal documents, and contracts, among others. Students analyze and discuss the content and the style of the original texts and the translations. Students also conduct research to translate specialized terms and in the process learn to use dictionaries and other reference material. Students will be given sample dialogues from real courtroom proceedings and other real life scenarios to practice simultaneous translation. Students will continuously use and evaluate the available resources on the internet and the English Department’s Resource Center.

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, Computers, 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

Exams (in-class translations)	33 %
*Assignments, attendance, project and class participation	33 %
Final exam (in-class translation)	<u>34 %</u>
TOTAL	100%

****Attendance, punctuality, and class participation are of up most importance in this course***

L. Special Needs

Students who have a documented disability that requires academic support or special needs should approach the professor immediately. The Business English Department Complies with the American with Disabilities Act (ADA).

Law 51

According to the Law of Integral Educational Services for Persons with Disabilities, students who require reasonable accommodation should notify the professor the first day of class.

Students who receive VR services should contact the professor at the beginning of the semester to plan the reasonable accommodation and assistive equipment required by recommendations of the “Oficina de Asuntos para las Personas con Impedimento” (OAPI) of Dean of Students. The student with special needs contact the professor.

Certification # 99 (01-02) of the Academic Senate, Act 51 of 1996 (Act Integral Educational Services for People with Disabilities) and certification 130 (1999-2000) of the Board of Trustees.

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 buy false or fraudulent simulations; copying the whole of 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 lain down in the UPR Students General Bylaws.”

N. Grading system

The standard grading system of will be used.

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

O. Bibliography

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