I. COURSE TITLE : BUSINESS COMMUNICATION WORKSHOP IN SPANISH

Course number : OMSY 3030

Credits : 3

II. DESCRIPTION

Development of oral and written communication skills in Spanish. Writing and revision of business documents. Analysis of the basic elements of business communication. A computer will be used for writing and revising business documents. Prerequisites: GESP 1102 or its equivalent, and GEIC 1000. 3 credits

III. OBJECTIVES

1. Demonstrate mastery of the principles and techniques of business communication

2. Properly and correctly communicate in written and oral form.

3. Compose different business documents, such as: letters, memorandums, agendas, minutes, resumes, others.

4. Develop proofreading and editing skills in business documents.

5. Identify errors in drafts

6. Demonstrate positive personal traits that will permit them effectively develop in their profession.

IV. CONTENT

A. Principles and concepts in business communication
1. Communication and general aspects of oral and written business communication.
2. Profile of the competent communicator
3. Technological changes: Internet use, email, creating and editing documents.
4. International communication
   a. the process of intercultural communication
   b. cultural differences and its impact in communication

B. Grammar
1. Accents
2. Punctuation
3. Capital letters
4. Sintaxis

C. Composing business documents
1. The business letter
   a) Letter parts
   b) Formats or letter styles
2. Memorandum
   a) Uses, formats and parts
   b) Email
3. Types of resumé
4. Meeting announcements and agendas
5. Minutes
6. Other

D. Oral Communication
1. Importance of oral communication in business context
2. Differences between oral and written communication
3. Listening
   a) Question formulation
4. Preparing oral presentations
   a) Different types of presentations
   b) Preparing a presentation
E. Interpersonal communication

1. Importance of interpersonal communication

2. Barriers in communication concerning interpersonal relations
   a) perception
   b) Personal styles
   c) credibility

3. Interpersonal relationships and teamwork

4. Attitudes and behavior that make interpersonal relations difficult.
   a) Negative tones
   b) implicit messages

F. Nonverbal communication
   a) Facial expressions
   b) voice
   c) posture
   d) body language
   e) additional nonverbal indicators in business context.

V. SUGGESTED ACTIVITIES

A. Presentations
B. Document composition
C. Teamwork
D. Use of the Internet and email
E. Case analysis and intercultural situations

VI. EVALUATION

The following evaluation criteria is recommended as evidence of the accomplishments of the course objectives.
The professor may use the assessment criteria that she/he deems pertinent.

A. Formal Tests  40%
B. Portfolio  20%

This project may be a written presentation of multiple documents composed by students. This could include a model of each type of business document.
C. Short tests 20%

These short tests may cover grammar, accents, spelling, oral presentations, and other.

D. Oral presentation 10%

E. Miscellaneous 10%

The miscellaneous grade may include assignments, reading articles, web search and other communication media,

VII. SPECIAL NOTES

A. Special Accommodations

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro’s Student Center.

B. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student’s Rules and Regulations handbook.


Inter American University has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student’ Rules and Regulations Handbook. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.

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. SUGGESTED TEXTBOOK

Español Comercial  Guía Práctica y Manual de Referencia
Carmen M. Sarriera y Wanda I. Delgado
McGraw-Hill
ISBN  970-10-3781-2

Web pages concerning intercultural topics

Electronic Resources:

Real Academia Española
www.rae.es

APA Publication Manual
www.apastyle.org

Taller de Redacción
http://literana.com/taller_red.htm

La Lengua Española
www.geocities.com/szamora.geo

Carta Comercial

¿Qué tipo de resume usted debe de usar?
www.empleosprofesionales.com/r_usar.cfm

IX. BIBLIOGRAPHY

The student may obtain the reference books included in the bibliography through the University campus libraries (Interlibrary Resources.) Each campus will maintain the bibliography up-to-date according to its needs.


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