

**INTER AMERICAN UNIVERSITY OF PUERTO RICO  
GUAYAMA CAMPUS  
BACHELOR IN ARTS ON OFFICE MANAGEMENT SYSTEM**

**COURSE SYLLABUS**

<b>I. COURSE TITLE</b>	Business Communication Workshop in English
<b>Course number</b>	OMSY (ADSO) 3040
<b>Credits</b>	Three (3) credits

**II. DESCRIPTION**

Development of oral and written communication skills in English. Emphasis on writing and revising business documents. Application of the language rules and simple oral practices. A computer will be used for direct writing and revision of business documents in a open laboratory. Requires 45 hours of instruction. Prerequisites: GEEN 1102 or its equivalent and OMSY 1102.

**III. TERMINAL AND ENABLING OBJECTIVES**

1. Explain oral and written communication impact in business environment.
  - 1.1 Identify three different types of communication.
  - 1.2 Identify the elements involved in the communication process (sender, message, transmission, receiver, and feedback).
  - 1.3 Describe the communication cycle.
  - 1.4 Use the four basic communication skills appropriately—writing, speaking, listening and reading—to transmit an effective business message.
2. Use office technology effectively in the business communication process.
  - 2.1 Identify office technology available for communication.
  - 2.2 Perform efficient and productive Internet searches.

2.3 Explain the appropriate use of various transmission modes in communication: oral and written.

2.4 Practice netiquette in e-mail communication.

3. Organize, compose and edit business documents such as letters, interoffice memorandums, résumés and reports.

Apply the appropriate grammar, verb usage and spelling rules in order to write effective business documents.

Organize the main and supporting ideas into coherent and unified paragraphs.

Prepare messages using the direct and indirect patterns of organization.

Apply current trends of ideas, formats, and practices in business documents.

Construct complete sentences to explain ideas effectively.

Apply writing techniques to compose effective sentences and paragraphs.

Use proofreaders' marks to edit documents.

Compose clear messages using appropriate punctuation marks.

4. Create effective business documents.

Use software tools to proofread and edit documents.

Identify letter styles, parts and punctuation.

Use reference books such as dictionaries and thesauruses, to improve business vocabulary.

4.4 Compose different types of business documents.

5. Demonstrate positive attitudes and traits to succeed in social and business environment.

Demonstrate positive attitudes and traits such as: initiative, responsibility, positive attitude toward work, good appearance and good interpersonal skills.

Demonstrate good decision making, time management, and teamwork skills.

## IV. CONTENT

### A.Topics

#### 1. Effective Communication

- a. The Communication Cycle
  - (1) Elements of the Communication Cycle
  - (2) Communication Barriers
  - (3) Basic communication Skills
  - (4) The Six Cs of Effective Message
- b. The Communication-by-Objectives Approach (CBO)
  - (1) Plan a Message
  - (2) Compose a Draft
  - (3) Complete a Message

#### 2. Technology and Electronic Communication

- a. The Internet
  - (1) Internet Searches
  - (2) Policies
  - (3) Authoritative Research
  - (4) Copyright
- b. Communicating the Written Word
  - (1) Electronic Mail (E-mail)
  - (2) e-mail addresses
  - (3) e-mail appropriateness
  - (4) effective E-mail Messages
  - (5) Communication Barriers
  - (6) Netiquette

#### 3. Effective Message Applications

- a. Plan, organize and prepare
  - (1) good news messages
  - (2) neutral and bad news messages
  - (3) follow-up messages.
  - (4) persuasive messages
  - (5) goodwill messages
- b. Prepare effective business documents through the use of the technology (computer programs)

- (1) memorandum
- (2) short and simple reports
- (3) resume with application letter
- (4) application form
- (5) reports
- (6) proposals

#### 4. Communications Skills Development

- (1) Application exercises for grammar, spelling and punctuation
  - (a) Review sentence structure and proofreading marks.

### V. ACTIVITIES

The following activities are recommended:

- 1. Demonstrations
- 2. Individualized teaching
- 3. Teamwork presentations
- 4. Films and videos
- 5. Application exercises
- 6. Computer applications
- 7. Transparencies and overhead projector
- 8. Presentations using multimedia projector
- 9. Tutorials

### VI. EVALUATION

Students' performance will be evaluated by using the following suggested criteria:

1.	Production of business documents	40%
2.	Oral presentations	10%
3.	Formal Tests	30%
4.	Projects	<u>20%</u>

**TOTAL 100%**

### VII. RESOURCES

#### TEXTBOOK

Brantley, C. P. & Miller, M. G (2005). *Effective Communication for Colleges*. (10<sup>th</sup> Ed.). Cincinnati, Ohio: South Western Educational Publishing.

Overhead or multi-media projector

1 Films

- 2 Pictures
- 3 Video cassettes
- 4 CD-ROM included with text

### VIII. BIBLIOGRAPHY

Blovee, C. L., Thill, J.V. & Schatzman , B. E. (2004). *Business Communication Essentials with Grammar Assessment CD*. Prentice Hall

Blovee, C. L. (2004). *Peak Performance Grammar CD 2.0*. Prentice Hall.

Blovee, C. L., Thill, John V. & Schatzman , B. E. (2003). *Business Communication Today*, (7<sup>th</sup> Ed.) Prentice Hall

Camp, S. C. (2003). *College English and Communication, Student Edition. 8th Edition*

Camp, Sue C. (2005). *Developing Proofreading and Editing Skills w/Student CD-ROM Package*. (5th Ed.). McGraw-Hill.

Featheringham,R., Baker & Bonni (2001). *Applications in Business Communications*. South-Western Thomson Learning

Guffey, M. E.. (2005). *Business English. (8<sup>th</sup> Ed.)*. South-Western Thomson Learning.

Guffey, M. El. (2003). *Business Communication: Process and Product*. (4<sup>th</sup> Ed.) South-Western Thomson Learning.

Hosler,M. M. (2005) . *English Made Easy*. (5th Ed.). McGraw-Hill.

Krizan A.C. "Buddy" & Merrier, Patricia (2005). *Business Communication* (6<sup>th</sup> Ed.). South-Western Thomson Learning.

Lehman, C. M. & DuFrene, D. D.. (2005). *Business Communication*. (14<sup>th</sup> Ed.) South-Western Thomson Learning.

Sabin, W.A. (2005). *The Gregg Reference Manual: A Manual of Style, Grammar, Usage, and Formatting*, (10th Ed.)

Schachter, N. & Schneiter, K. (2005). *Basic English Review: English the Easy Way*, 8e. South-Western Thomson Learning.

Smith, L. R. (2002). *English for Careers: Business, Professional, and Technical*. (8<sup>th</sup> Ed.) Prentice Hall.

#### **Internet (web sites) Resources**

<http://www.alltheweb.com>

<http://www.askjeves.com>

<http://www.search.msn.com>

<http://www.webcrawler.com>

<http://www.riceinfo.rice.edu/armadillo/acceptable.html>

<http://www.library.albany.edu/internet/engines.html>

<http://www.searchenginesshowdown.com>

<http://www.westonscientific.com>

<http://www.rbutler.webboxesonline.com>

<http://www.datatron.tucson.net>

#### **Acceptable Use Policies Resources (web sites)**

<http://www.riceinfo.rice.edu/armadillo/acceptable.html>

<http://www.library.albany.edu/internet/engines.html>