

**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.
  - 3.1 Apply the appropriate grammar, verb usage and spelling rules in order to write effective business documents.
  - 3.2 Organize the main and supporting ideas into coherent and unified paragraphs.
  - 3.3 Prepare messages using the direct and indirect patterns of organization.
  - 3.4 Apply current trends of ideas, formats, and practices in business documents.
  - 3.5 Construct complete sentences to explain ideas effectively.
  - 3.6 Apply writing techniques to compose effective sentences and paragraphs.
  - 3.7 Use proofreaders' marks to edit documents.
  - 3.8 Compose clear messages using appropriate punctuation marks.
- 4. Create effective business documents.
  - 4.1 Use software tools to proofread and edit documents.
  - 4.2 Identify letter styles, parts and punctuation.
  - 4.3 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.
  - 5.1 Demonstrate positive attitudes and traits such as: initiative, responsibility, positive attitude toward work, good appearance and good interpersonal skills.
  - 5.2 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>