



## **SYLLABUS**

<b>TITLE:</b>	Professional Communication for the 21 <sup>st</sup> Century
<b>CODE:</b>	ING 204
<b>PREREQUISITES:</b>	N/A
<b>CREDITS:</b>	3 credits

### **DESCRIPTION**

This course aims to develop and/or refine professional communication skills across the disciplines. The students study the guidelines established for international etiquette and protocol that lead to effective communication in and out of the workplace. Through the use of the latest technology, this course emphasizes mastering the techniques required for the writing of memos, request, claim and adjustment letters and unsolicited proposal.

### **JUSTIFICATION**

Communicating effectively in the workplace has become a big challenge for the Twenty-first Century graduate. Employers have a need for a workforce that respects diversity, is ethical, and delivers results that enhance profits and boosts a company's image. Graduates are expected to approach and respond to a variety of in and out of the workplace situations with civility, etiquette, and social intelligence. English 204 focuses on developing the desirable skills our graduates need to be successful communicators.

### **OBJECTIVES**

After completing the course, students will be able to:

1. Identify cultural differences – including nonverbal cues- that may affect effective communication.
2. Use the corresponding professional jargon in the workplace.
3. Determine the corresponding writing media and organize content for effective communication.
4. Communicate appropriately and effectively in face-to-face settings.

### **OUTLINE:**

#### **Unit # 1. Communication Foundations**

##### **I. Evolution of Communication**

1. How communication occurs

- 2. Types of communication
  - a. Formal and Informal
- 3. Vocabulary
  - a. Business terms
- II. Cultural Diversity and Its Impact on Communication
- III. Ethical and Unethical Behavior in the Workplace

## **Unit # 2. Composing Clear and Effective Ideas**

- 1. Grammar Review
  - a. Function of the Parts of Speech
- 2. Sentence Structure
  - a. Word order
  - b. Types of sentences
  - c. Sentence structure
- 3. Mechanics
  - a. Punctuation
  - b. Capitalization
- 4. Frequently Misused Words
- 5. Inclusive Language

## **Unit # 3. Writing: Using Direct and Indirect Approach**

- 1. Memos and Letters
  - a. Organizational context
- 2. Letters
  - a. Appreciation and Congratulations
  - b. Request, Claim and Adjustment
  - c. Unpleasant News
- 3. Preparing Written Messages

- a. Write draft
  - b. Revise and proofread
- 4. Letter and Message Writing
  - a. Deductive approach
  - b. Good and neutral-news messages
    - i. Thank-you and appreciation
    - ii. Routine claims
    - iii. Routine request
  - c. Delivering Bad-News Messages
    - i. Inductive approach
    - ii. Developing a bad-news message
      - Refusing a request
      - Denying a claim

#### **Unit # 4. Do's and Don'ts in Professional Presentations**

- a. Meetings: Communicating Face to Face and Electronically
- b. Preparing for Employment Interviews: (before, during and after)
- c. Write a one-page electronic resume

### **METHODOLOGY**

The following strategies of the active learning methodology are recommended:

- Collaborative learning: Group Discussions
- Videos: Listening and speaking activities
- Dialogues: Oral and written presentations
- Online Research

**EVALUATION:** This course is pass or not pass as graded below of 70%

Oral Presentations: 3-minute videos	25%
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Compositions: Written Activities	25%
Participation: Discussion Forums	20%
Final Evaluation: Job Interview	30%
Total:	100%

## **LEARNING ASSESSMENT**

The institutional assessment rubric is applied to the core activity of the course.

## **TEXTBOOK:**

Camp, S., & Satterwhite, M. (2015). College English and Business Communication. (10th ed). New York: McGraw-Hill Education.

Spinelli, E. (2012). English Grammar for Students of Spanish. (7th ed). Michigan: The Olivia and Hill Press.

## **BIBLIOGRAPHY:**

Merriam Webster Online Dictionary. (2012). <http://www.merriam-webster.com/>

Find more information resources related to the course topics on the library page  
<http://biblioteca.sagrado.edu/>

## **REASONABLE ACCOMMODATION:**

For detailed information on the process and the required documentation, you must visit the corresponding office. To guarantee equal conditions, in compliance with the ADA Law (1990) and the Rehabilitation Act (1973), as amended, any student who needs reasonable accommodation services or special assistance must complete the process established by the Vice Presidency of Student Affairs:

- Students participating in the Student Support Program (PAE) will request service at the Program offices.
- Students who do not participate in the Student Support Program (PAE) will request the service at the Integral Wellness Center.

To obtain detailed information about the process and the required documentation, you must visit the corresponding office.

## **ACADEMIC INTEGRITY**

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and/or repetition of the assignment in the seminar, a grade of F (\*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.