



I. IDENTIFICACIÓN DE LA ASIGNATURA:					
<i>(En esta sección se identifica el curso y el profesor, proporcionando toda la información de contacto necesaria para identificar el curso y facilitar la comunicación de los estudiantes con el profesor).</i>					
CARRERA	Relaciones Internacionales				
NOMBRE ASIGNATURA	Effective Business Communication Skills				
NIVEL EN QUE SE IMPARTE					
PREREQUISITOS					
HRS. SEMANALES UD	2hrs 20 mins	Cátedra	64	Laboratorio Taller	0
HORARIO					
NOMBRE PROFESOR					
CORREO ELECTRÓNICO					
HORARIO DE ATENCIÓN	By email or appointment				

II.RESULTADOS DE APRENDIZAJES <i>(Aquí se establece los resultados de aprendizaje a lograr, lo que tiene tres implicancias fundamentales. Una es que permite a cualquier lector comprender qué enseña el curso, su importancia y cómo se vincula con el plan de estudios y el proyecto educativo).</i>
The objective of this course is to introduce the concept of business communication, simultaneously teach the key communication skills/techniques that are extremely useful when entering the corporate world, and help the students in becoming better professionals. The key areas of focus of this course are:

- **Delivering impactful presentations**
- **The art of public speaking**
- **Mastering impromptu speech**
- **Using emails as a medium of effective business communication**
- **Creating resumes for MNCs**
- **Cracking interviews through effective communication**
- **Telephone etiquettes in business**

III. METODOLOGÍA DOCENTE *(Esta sección describe y explica la estructura de curso y es importante porque orienta a los estudiantes y les permite anticipar el proceso de aprendizaje que han de vivir. Aquí también se pone en evidencia los métodos y procedimientos según los cuales se puede juzgar la efectividad del curso).*

Highly interactive lectures, interesting home assignments, case studies, classroom demonstrations and fun practice sessions, student led presentations, video recordings and analysis

IV. METODOLOGÍA DE EVALUACIÓN *(La evaluación es uno de los aspectos más relevantes de la calidad del curso. Debe ser pertinente, justa y propiciar aprendizaje. Esta sección del syllabus facilita que el estudiante tenga con anticipación un panorama de la evaluación y por lo tanto puede organizarse para aprender).*

DESCRIPCIÓN

(Panorama del Proceso Evaluativo)

Tipo de Evaluación	Resultado de aprendizaje que evalúa	Fecha	Ponderación
Attendance	>80% attendance		
Class participation	Commitment to the class; participation in group work, discussions, activity and demonstrations		25%
Take home assignments	Average of scores received in ALL take home assignments		20%
Presentation	Individual score received based on the content, quality and presentation of the project		25%
Final Exam	Final in-class presentation		30%

(After final grades)			
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V. Reglas del Curso

1. 0 (zero) score in any of the evaluation parameters listed above will result in automatic failing. That is, none of the parameters can be skipped.
2. Inability to attend a class has to be notified and permission sought in advance
3. Use of mobile phones, laptops or tablets will NOT be allowed to ensure maximum participation, involvement and interaction. Class specific exceptions can/will be made
4. Class participation (quality and quantity) is highly required.
5. Additionally, ALL class assignments will be evaluated and scored.
6. Callous behavior will not be accepted. Students have to participate in the class activities, complete all assignments and contribute positively to the class
7. Assignment deadlines will be strict :
 - a. Delay of one day will result into a reduction of 25% in the score
 - b. Delay of two day will result into a reduction of 50% in the score
 - c. Delay of more than three days will result into a 0 (zero) score. However, it is mandatory to submit all assignments

Effective Business Communication Skills Course description: Michelle Guimond

Michelle.guimond@gmail.com

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Attendance	>80% attendance		
Class participation	Commitment to the class; participation in group work, discussions, activity and demonstrations		25%
Take home assignments	Average of scores received in ALL take home assignments		25%
Impromptu speech	Individual score received based on the content, quality and presentation of the project		25%
Quiz			25%
Final Exam (After final grades)	Final in-class presentation		30%

Take home assignments include but are not limited to: 7c' s of communication, preparing a business e mail, preparing your resume and cover letter, preparing a powerpoint and presentation, take home readings

VI. MODELO DE CALENDARIZACIÓN DE CLASE *(Se establece las actividades que el estudiante ha de desarrollar en el curso y la preparación que debe tener para ellas, así como las evaluaciones de todo tipo. Esta sección es fundamental para facilitar que los estudiantes aprendan a planificar y organizar su tiempo de trabajo con anticipación).*

Resultados de aprendizaje de la asignatura (RA)			Unidades de Aprendizaje o Temáticas, más Contenidos		
Nº RA	Unidad de Aprendizaje o Temática	Nº Sesión	Objetivo de la clase	Actividades de la clase, acontecimiento relevante o/y evaluación	Actividad de preparación de la clase como guía del aprendizaje autónomo: lectura previa, revisión de material digital, etc.
	Fundamentals of Communication Class 1	2	Introduction Defining communication Warming up to the different aspects and forms of business communication	PPT driven interactive lecture Interactive discussion Simulated classroom demonstration Confidence building games	
		2	Understanding the communication process Communication models	PPT driven interactive lecture Interactive discussion	Homework: 7 Cs of communication

	Class 2	4	<p>Barriers of communication</p> <p>The C's of communication</p> <p>Communication styles</p>	<p>PPT driven lecture</p> <p>Interactive discussion</p> <p>Simulated classroom demonstration</p>	Reading: United airlines crisis
	Written Communication Class 3	2	<p>Barriers of written communication</p> <p>Social media</p>	PPT driven lecture	
	Class 4	4	<p>Writing business emails</p> <ul style="list-style-type: none"> - Formats and tips - Exercises - Proof-reading 	<p>PPT driven lecture</p> <p>Interactive class activities</p>	Homework: Prepare a formal email
	Class 4 and 5	6	<p>Making your resume and cover letter</p> <ul style="list-style-type: none"> - Tips - Exercises - Proof-reading 	<p>PPT driven lecture</p> <p>Interactive class activities</p>	Homework: Prepare your cover letter and resume

	Class 6, 7	2	<p>Creating an effective PowerPoint presentation</p> <ul style="list-style-type: none"> - Formats and tips - 	<p>PPT driven lecture</p> <p>Interactive class activities</p>	Homework: prepare a powerpoint for short presentation
	Verbal Communication Class 7, 8	2	<p>Barriers of verbal communication</p> <p>Best practices in verbal communication</p>	PPT driven lecture	
		4	<p>Presenting a presentation</p> <ul style="list-style-type: none"> - Best practices - Dos and Donts - Simulated demonstration & video recording - Classroom presentations 	<p>PPT driven lecture</p> <p>Interactive class activities & discussions</p> <p>Mock presentations</p>	Prepare a powerpoint presentation

	Class 8,9	6	<p>Decoding the HR interview process</p> <ul style="list-style-type: none"> - Best practices - Dos and Donts - Simulated demonstration & video recording 	<p>PPT driven lecture</p> <p>Interactive class activities & discussions</p> <p>Mock interviews</p>	
	Class 10, 11	6	<p>Impromptu Speech</p> <ul style="list-style-type: none"> - Best practices - Dos and Donts - Simulated demonstration & video recording 	<p>PPT driven lecture</p> <p>Interactive class activities & discussions</p> <p>Mock impromptu speeches</p> <p>Elevator pitch</p>	<p>Reading: the benefits of effective impromptu speaking skills</p>
	Class 11,12	6	<ul style="list-style-type: none"> - Telephone etiquette - Dos and Donts - Barriers of telephone speaking 	<p>PPT driven lecture</p> <p>Interactive class activities & discussions</p> <p>Mock conference call</p>	

	Non Verbal Communication Class 13	4	Understanding non-verbal communication Barriers of non-verbal communication Difference types	PPT driven lecture Interactive class activities & discussions	
	14	4	Personality analysis through non-verbal communication Body language analysis of the video recordings done during Verbal communication exercises	PPT driven lecture Interactive class activities & discussions Analyzing situations	
	Cross Cultural Communication 15	4	Define Differences among countries	PPT driven lecture Interactive class activities & discussions Analyzing country specific situations	Reading: dos and donts of international business

	Review Class 16	4	Communication Final questions and tips about final presentation	PPT driven lecture Interactive class review & discussions	
	Final exam		Final in class presentation		

Works Cited:

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- <http://www.free-management-ebooks.com/dldebk-pdf/fme-effective-communication.pdf>
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