I. Title: Conversational English for International Business Students

II. Codification: Suggested INCO 3127

III. Number of Credits/Hours: 3 credits per semester, 3 contact hours per week, 45 hours per semester, 3 professor hours.

IV. Prerequisites: INGL 3102 or INGL 3104

V. Course description: This course is designed to help students improve their fluency in English and its use in a global business and professional context by increasing their business vocabulary and introducing them to specific oral skills required in the international corporate community. Its primary objective is to provide students with the opportunity to practice and develop their oral communication skills. This course is aimed at fulfilling the graduation requirement in foreign languages for students majoring in the International Business major of Business Administration.

VI. Course Objectives:

1. Communicate orally in English on topics of a global business nature.
2. Utilize terms and expressions that have international business application in appropriate ways.
3. Initiate and participate in extemporaneous and structured conversations about business topics.
4. Develop and apply the basics skills, including listening and speaking, for effective participation in business meetings.
5. Express and defend personal and professional opinions on work and business related topics.
6. Deliver appropriate extemporaneous speech responding to situation-specific prompts.

VII. Course Content:

<table>
<thead>
<tr>
<th>Content Outline</th>
<th>Time Distribution</th>
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<tbody>
<tr>
<td>1. Interpersonal Habits of Successful Communicators</td>
<td>2 hours</td>
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<tr>
<td>2. Discourse Skills for Effective Participation in Discussions</td>
<td>5 hours</td>
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<td>3. Business Jargon, Terminology and Pronunciation</td>
<td>3 hours</td>
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<td>4. Interpersonal Interactions at All Levels of Company Hierarchy</td>
<td>3 hours</td>
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<td>5. Culturally Appropriate Interaction with Foreigners</td>
<td>3 hours</td>
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<td>6. Telephone and Electronic Communication</td>
<td>3 hours</td>
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<td>7. International Trade, Import and Export</td>
<td>3 hours</td>
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<td>8. International Expansion</td>
<td>3 hours</td>
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<tr>
<td>9. Structured Conversational Activities for Concept Exploration</td>
<td>5 hours</td>
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<td>10. Role Play Activities for Concept Application</td>
<td>5 hours</td>
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<tr>
<td>11. Evaluation and Assessment</td>
<td>5 hours</td>
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<tr>
<td>Total Hours:</td>
<td>45 hours</td>
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VIII. Instructional Strategies:

1. Students will participate in small group discussion responding to readings providing specific strategies for success in business conversation of an international nature.
2. Whole group analysis of concrete applications of communication concepts will motivate students to internalize a conceptual basis for oral communication practices and techniques.
3. Structured and extemporaneous small group discussion activities that focus on speaking and listening skills will permit students to apply techniques and skills for effective participation and performance in business conversations set on a global stage.
4. Small group role plays on real-life business situations requiring analysis and application of business theory and practice will encourage the integration of speech strategies with business content.

IX. Learning Resources:

Given the practical nature of the class, the professor and students' use of resources can be limited to only those which facilitate oral interaction and listening practice, such as:

- Textbook
- CD Player
- Audio cassettes/CD’S of authentic business conversation
- Videos
- Television and DVD/VCR

X. Evaluation Strategy

Recommended evaluation instruments include quizzes for individual performance on specific learning tasks, and rubrics for evaluating oral expression and participation in group role plays. Individual participation can also be used as an evaluation tool. A sample distribution is as follows:

1. Quizzes: 30%
2. Participation in class activities: 20%
3. Group Role Plays: 50%

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100%

XI. Grading System

A standard curve is recommended.

100-90% A
89-80% B
79-70% C
69-60% D
59-0% F
XII. Bibliography


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UPR-Humacao complies with ADA (Americans with Disabilities Act) and Law 51 (Integrated Educational Resources for Persons with Disabilities) to guarantee equal access to education and services. Students with disabilities should inform the professor of the course about special needs and/or reasonable accommodations for the course on the student information card filled out during the first week of classes. He/she should also visit the Services for Students with Disabilities Office. Strict confidentiality will be maintained.