



UNIVERSITY OF COSTA RICA
PACIFIC CAMPUS
B.A. IN ENGLISH WITH BUSINESS MANAGEMENT TRAINING
COURSE OUTLINE: **BUSINESS WRITING I**
I Semester, 2024

General Information

Code: IP-0022

Course: Business Writing I

Type of course: Theoretical – Practical

Credits: 3

In- class hours: 4 hours / week in-
class work (100% presenciales)

Self-study hours (out of class hours): 5

Requisites: IP-0015

Co- requisites:

Cycle: V-Ciclo

Year: Third

Schedule: Friday from 8:00 a.m. to 12:00 m.d.

Level of virtuality: low **Prof:** Licda. Grettel Cortés

E-mail: grettel.cortesserrano@ucr.ac.cr

Office Hours (HAE): Mondays from 1:00 p.m. to 3:00 p.m.

Description of the course

The purpose of Business Writing I is to help and guide the student in developing his /her capabilities so he / she can write good business letters and reports in English. The student who will be in this course has a good working knowledge of English and of other skills needed to do good business writing. He / she will have the ability to understand and apply the principles (rules) in good business writing.

General Objectives

1. Develop skills in written communication through the acquisition of technical and academic vocabulary to express themselves effectively in formal and business and commercial context.

2. Distinguish different elements and marketing strategies through the study and analysis of different types of markets and institutional objectives to understand the nature and operation of the same. Integrate knowledge and communication skills in trade and business by developing semi-controlled activities and controlled to promote critical thinking in ethical contexts, cultural and current.

Specific Objectives

At the end of the semester the students will:

1. Infer and understand the content of academic and technical writing by preparing summaries and notes to successfully apply academic and technical vocabulary related to the marketing area.
2. Understand and analyze different organizational procedures by conducting exercises in reading comprehension and writing to describe the different types of products, services and production processes and life cycles of these.
3. Develop strategies advanced reading and writing by doing comprehension exercises and writing to successfully apply academic and technical vocabulary related to the area of marketing.
4. Developing communication skills in marketing through the preparation and evaluation of academic writing to discuss operational processes involved in the production processes.
5. Apply the grammatical structures and appropriate technical and academic vocabulary by analyzing the different situations faced in the commercial and business context to acquire best writing skills in production and sales.
6. Knowing the theories of total quality, value-added programming via case studies to implement the academic and technical vocabulary used by companies in the marketing environment.

Content

- Personal business letters
- Professional Business letters
- Report writing.
- Letters concerned with security position.
- International trade communication-contracting for shipment
- International trade communication-documents for shipping and billing.

Methodology

It is based on communicative activities through which the teacher assumes the role of facilitator of the writing process and the student is responsible for carrying out the activities of learning that help you understand and apply the precise and spontaneous vocabulary, skills needed to function smoothly in different business contexts. The student will be the author of his own learning and responsible for transmission to their classmates through the implementation of situations, reporting, discussion, information exchange and research. The teacher must create spaces, specially designed to promote the self-evaluation and co-evaluation always insisting on the importance that these modalities of evaluation have in the formation of a pupil who can criticize his performance, that of his classmates to increase the criticism in the pupil.

Mediación Virtual will be used in-class or out-of-class as repository to share the course syllabus, presentations, materials, practices, answer keys, videos and, to upload or download assignments, among others. According to the policies of the platform, this course has **a low-virtuality level**.

Evaluation

<i>Description</i>	<i>Percentage</i>
Exams	45% (at least 2)
Quizzes	15% (at least 2)
#1 Writing projects	20%
#2 Writing projects	20%
Total: 100%	

Main sources:

Simon Haines 2008. *Real Writing with answers 2 and 4*. Cambridge University Press.

Atkinson-Reynolds. *Business Writing and Procedures*. Litton Educational Publishing, Inc.

Bibliography

Wilma Davidson 2001. *Business Writing: What Works, What Won't*. St. Martin Griffin, New York

Jack E. Appleman, 2008. *10 Steps for Successful Writing*. ASTD Press
EditorialFinal del formulario

Simon Haines 2008. *Real Writing without answers book 2, book 4*. Cambridge University Press

IX. CRONOGRAMA TENTATIVO

Week	Dates	Topic	Evaluations
Week 1	March 15 th	<ul style="list-style-type: none"> • Introduction to the course • Welcoming activities • Read the syllabus. • Diagnostic test 	
Week 2	March 22 nd	<ul style="list-style-type: none"> • Personal business letters 	
Week 3	March 29 th	<ul style="list-style-type: none"> • Personal business letters 	
Week 4	April 5 th	<ul style="list-style-type: none"> • Professional Business letters 	QUIZ #1 (5%)
Week 5	April 12 th	<ul style="list-style-type: none"> • Professional Business letters 	
Week 6	April 19 th	Writing project (20%)	
Week 7	April 26 th SEMANA U	<ul style="list-style-type: none"> • Letters concerned with security position 	
Week 8	May 3 rd	<ul style="list-style-type: none"> • Letters concerned with security position 	
Week 9	May 10 ^h	Exam #1 (20%)	
Week 10	May 17 th	<ul style="list-style-type: none"> • International trade communication- contracting for shipment 	
Week 11	May 24 th	<ul style="list-style-type: none"> • International trade communication- contracting for shipment 	
Week 12	May 31 st	<ul style="list-style-type: none"> • International trade communications- documents for a shipping and billing 	QUIZ #2 (10%)
Week 13	June 7 th	<ul style="list-style-type: none"> • International trade communications- documents for a shipping and billing 	
Week 14	June 14 th	Writing project (20%)	
Week 15	June 21 st	<ul style="list-style-type: none"> • GENERAL REVIEW 	
Week 16	June 28 th	FINAL Exam (25%)	
Week 17	July 5 th		FINAL GRADES
Week 18	July 12 th	<ul style="list-style-type: none"> • Monday 9th 1pm (classroom to be announced) 	<i>Ampliación</i>

This timetable is subject to possible changes and might be adjusted by the teacher with previous announcement.