

**Universidad del Norte - Instituto de Idiomas**  
**Business English Program**

**Level:** Business English II Admin

**Code:** IGL 0012

**Duration:** 64 Hours

**Period:** 2020-10

**Textbook:** Advanced Professional Written Communication Manual (Copy Codes: R15120 & R15036)

**CEFR Level:** B2.2

**Description of the Undergraduate English Program**

The Business English Program for the Business Administration undergraduate major aims to develop not only linguistic proficiency in all four of the language skills—speaking, writing, reading, and listening—but also critical thinking skills, business skills and competencies, and intercultural awareness that will prepare students to perform successfully in multicultural and international business contexts. The goal of the program is to graduate students with a high-intermediate level of English, equivalent to the B2 level of the Common European Framework of References (CEFR).

**BE II (ADM) Course Goals**

This course is aimed at providing students with written communication concepts and practice to prepare them for success in English-speaking business environments while continuing to build on the other linguistic skills—speaking, reading, and listening. Students will also develop their business, communication, and critical thinking skills while continuing to use and learn business-related vocabulary. At the end of this course, students should have a B2.2 level of English.

**Learning Outcomes**

At the end of the course, students will be able to:

Reading	Identify the general and specific information contained in business publications and other authentic texts, including textbooks.
Writing	Produce paragraphs with sentence variety (simple, compound, complex, and compound-complex sentences). Write effective routine, persuasive, and sensitive business correspondence, taking into account the audience, purpose, structure, and tone. Write formal report integrating outside sources, using in-text citations and reference sources in APA format. Write short business correspondence including emails, memos, and letters.

In addition, the following language topics will be covered in the course: conciseness, sentence combining, indirect questions, parallel sentences, word collocations, passive voice, and subordinate clauses.

**Grading Framework and Assessment**

Exam 1	15%	Structure, vocabulary, content
Exam 2	20%	Routine & bad news messages, structure, vocabulary
Exam 3	15%	Persuasive message, structure, vocabulary
Quizzes	10%	Written quizzes; 5-7 minute presentation
Aptis	20%	British Council test of English proficiency
Final Report	20%	Process writing in class
= 100%		

All assessment is on a scale from 0.0 to 5.0, and the minimum cumulative grade needed to pass this course is 3.0 / 5.0 (= 60%).

## Classroom Guidelines

- Plagiarism is defined as the using of another person's ideas or words without explicitly crediting that person. All sources for your work must be documented carefully with appropriate quotation marks and/or citations. Consequences of plagiarism include failure of the assignment, failure of the class, and/or disciplinary action by the university, including possible expulsion. Please make sure that you do your own work.
- Students may be asked to demonstrate their command of content and skills of their own work.
- Class sessions begin on the half hour. If students arrive more than 15 minutes late, they can stay for the class, but the absence will be counted. Official class time is the Colombian government's official time, available at (<http://horalegal.sic.gov.co/>).
- The professor has established office hours, and the official means of communication is the class email within Blackboard. Students should e-mail the teacher to express any concerns or questions, to set up an individual meeting with the teacher, or to reach the teacher for any reason.
- All electronic devices (smartphones, tablets, etc.) should remain off and unused during class.
- The teacher will return grades within a reasonable time and allow students ample opportunity to review their graded materials. Students are responsible for keeping track of their own grades, and for timely contesting of any graded event with which they are dissatisfied for any reason.
- For students to make up any graded event, a valid excuse should be presented within eight days. Failure to do so will result in a zero for that graded event. Students have ten work days from the original date of the graded event to make up the exam.
- Make-up graded events should be completed immediately upon returning to class. The teacher has the right to ask students to submit to the *Supletorio* system for making up key graded events. Homework cannot be made up.
- Learning to use a language is a constant process; therefore, class attendance is essential. If a student misses more than 12 hours of class, he/she will not be able to take the final exam and will receive a 0.0 for that exam.

## Suggestion and Complaint Procedure

If students have a suggestion, query, or complaint about any issue related to the normal development of the course, they should follow the guidelines below:

1. In the first instance, students should raise and discuss concerns with the course professor, and every effort will be made to resolve them.
2. If the issues are not resolved, students should use the "Buzón de Sugerencias" located in the reception area of Bloque i1 or on the website of Uninorte.
3. The suggestions, queries, or complaints will receive an answer within a maximum of 30 days.

## Contact Information

Professor:

Email:

### ***Mission of the Instituto de Idiomas***

*Contribute to the well-rounded development and continuous professional education of citizens and to the teaching and learning of languages. Respond with quality, relevance and creativity to the needs of students, teachers, professionals, entrepreneurs, and public and private organizations in the region, country and Latin America. Use a wide range of educational programs, developed by experts with academic and research interests.*