

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Basic Communicative Competencies (70020)

PROGRAM:

Bachelor of Business Administration (BBA)
Bachelor of Administration & Service (BA&S)
Bachelor of International Business (BIB)

Bachelor of International Marketing & Logistics Administration (BIMLA)
Bachelor of Economics & International Finance (BEIF)
Bachelor of Gastronomy (GAS)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2020-2		
ACADEMIC DEPARTMENT	Languages		
SUBJECT TYPE	Mandatory		
LANGUAGE	Spanish		
SEMESTER	Programme	Semester	
	BBA	1	
	BA&S	1	
	BIB	1	
	BIMLA	1	
	BEIF	1	
	GAS	1	
NUMBER OF	2		

ACADEMIC CREDITS						
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	32	HOURS OF INDEPENDENT/AUTONOMOUS WORK	64	
LEARNING PREREQUISITES	<ul style="list-style-type: none">Linguistic skills from secondary education					
INTERNATIONAL COMPONENT	<ul style="list-style-type: none">Vocabulary and technical language to communicate in different cultural contexts.Courses linked to international challenges or projects with teams composed by both international faculty and students.					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	Basic Communicative Competencies is a transversal course aimed to students from all faculties at Universidad de La Sabana to complement their formation in reading, writing and speaking skills. The content strengthens argumentation and critical thinking skills.					
KEY WORDS:	Communicative Competencies, Reading, Academic writing, argumentation, critical thinking, oral expression, active listening, axiology					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method

	ILO01 ILO02 ILO03 ILO04 ILO06 BA&S ILO09 BIMLA ILO09 BBA ILO08 BIB ILO09	Read academic texts through a reflective exercise which allows to describe its structural elements, interpret the text composition, evaluate the central position of the writing, and propose a personal stance in relation to the text.	Skill	<ol style="list-style-type: none"> 1. Elements of textual composition: theme, thesis, arguments, problem. 2. The reading of the writer: Referential reading Interpretative reading Aesthetic reading Critical Reading 	Projects Based Learning	Formative Assessment
		Write academic texts such as an argument-based short essay, through a writing process which fulfils the demands of the text following a composition process constituted by the planning-investigation phase, creating rough-drafts, and editing.	Skill	<ol style="list-style-type: none"> 1. Elements of written code: adequation, coherence, cohesion, written correction 2. Writing process: Planning Rough-Draft Proofreading Editing 3. Argumentative essay 	Challenge Based Learning	
		Present oral expositions in which arguments are given to answer a central thesis through a rhetorical exercise which considers the richness of language as well as the appropriate nuances of non-verbal communication.	Skill	<ol style="list-style-type: none"> 1. Oral discourse planning 2. Discursive and assertive solvency 3. Structure of oral discourse 4. Non-verbal elements 	Challenge Based Learning	

	Argumentative and critical thinking	Skill	Argumentation Argumentation models Critical and argumentative praxis	Thinking Based Learning	
	<p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO06: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BBA ILO08: Communication: Communicate effectively in written and spoken manner in Spanish and English.</p> <p>BIB ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p> <p>BA&S ILO09: Communication: Communicate effectively in written and spoken manner in Spanish and English and three levels of third language.</p> <p>BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>				
BIBLIOGRAPHY	<p>Cassany Daniel, Construir la escritura, Paidós, Barcelona, 1999 Instituto Cervantes. Saber Leer, Aguilar, Madrid, 2010 Instituto Cervantes, Saber escribir, Aguilar, Bogotá, 2007 Instituto Cervantes, Saber hablar, Aguilar, México, 2008 Martín Vivaldi Gonzalo, Curso de redacción, Cengage Learning Editores, México, 2000 Montolio Estrella (Directora) Manual de escritura académica y profesional. Vols. I y II. Planeta S.A. Barcelona, 2016 Real Academia Española y Asociación de Academias de la Lengua Española, El buen uso del español, Espasa, Barcelona, 2013 Real Academia Española y Asociación de Academias de la Lengua Española, Ortografía de la lengua española, Espasa, Madrid, 2010 Real Academia Española y Asociación de Academias de la Lengua Española, Nueva gramática de la lengua española, Espasa, Madrid, 2009</p>				