COURSE:
ENGL 2020 – Business English and Communication

FACULTY NAME:
Aida Rivera, Helia Hernández, Carolina Diez, Lynda Vélez, Yvonne Betancourt, and Judith Castro.

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# PHYTECHNIC UNIVERSITY OF PUERTO RICO
## SOCIO-HUMANISTIC CURRICULUM
### COURSE SYLLABUS

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<tr>
<th>Course code:</th>
<th>ENGL 2020</th>
<th>Course Title: Business English and Letter Writing</th>
<th>Classification:</th>
<th>SOHU</th>
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<tbody>
<tr>
<td>Prerequisites:</td>
<td>English 1010</td>
<td>Co-requirements: None</td>
<td>Credits:</td>
<td>3crs.</td>
</tr>
<tr>
<td>Schedule:</td>
<td>2 sessions/2 hours per week</td>
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**Course Description:** A course designed to provide students with basic principles of effective communication in business. The course includes writing letters and memoranda for specific purposes and emphasizes writing and presenting business reports and proposals. It includes the use of technology as a means to improve communication.


**References:**

**Contribution to Professional Component:** This course will provide students with business communication skills necessary in every work environment.

**Relationship to Program Objectives/Outcomes:** Finding and keeping a job requires the ability to communicate effectively in many different types of situations. This course has been designed to provide students the tools needed to compete in today's business environment.

**Course General Objectives/Outcomes:** Upon completion of the course, the students will:
1. acquire the communication skills that will enable them to succeed in the workplace.
2. understand the interrelationship of business communication with each identified force
3. analyze business communication situations that take into account the complexities of today's workplace
4. use technology to design and present business communication documents according to the situation
5. acquire the skills needed to impart effective business oral presentations

**Course Specific Objectives:** After completing the course, the students will:
1. explain the importance of the ability to communicate in business
2. develop clear and effective sentences and paragraphs
3. explain the importance of listening in business
4. identify the different approaches in letter and memo writing
5. use the Internet to research information
6. use presentational applications in business
7. identify the four major parts of a letter
8. identify the different memo and letter formats
9. explain the importance of goodwill communications
10. write business reports using the persuasive, direct, and indirect approaches
11. write letter proposals
12. use computer software to prepare visuals for reports and proposals
13. compose an agenda for a meeting
14. write effective résumés
15. prepare effective business presentations
Topics Covered:

1. Setting the Stage for Effective Communication
2. The Importance of Business Communication
3. Using Business Communication at Work
4. Principles of Written Communication
5. Developing Sentences and Paragraphs
6. Writing Sentences and Paragraphs
7. Sentence Structures
8. Developing and Arranging Paragraphs
9. Messages That Promote Goodwill
10. Projecting a Positive Tone
11. Formatting Business Messages
12. Formatting Memos
13. Other Types of Internal Messages
14. Formatting Letters
15. Parts of a business letter
16. Letter styles
17. Messages that promote goodwill
18. Promoting goodwill
19. Projecting a positive tone
20. Promoting a service attitude
21. Writing goodwill messages
22. Developing memos and memo reports
23. Conducting and Presenting Reports
24. Approaches to Writing Reports
25. Guidelines for Writing Reports
26. Writing Letter Reports
27. Writing Formal Reports
28. Parts of a Formal Report
29. Writing Proposals
30. Preparing a Résumé
31. Completing a Job Application
32. Selling Yourself to Employers

Evaluation Criteria:

Two partial examinations 200pts
Class activities (letter and memo writing, proposal and report writing, chapter presentations, chapter activities) 175pts
Proposal 75pts
Attendance and Class Participation 50pts

Prepared by: Prof. Lynda Vélez
Date: March, 2009
Part 1 - Grammar

1 - When a prospective client takes you _____ lunch, it's still about business.
   o at
   o on
   o to

2 - I will call _______ eight o'clock.
   o in
   o at
   o on

3 - I would always call _______ employers and verify that they'd be willing to give you a positive recommendation.
   o old
   o former
   o farmer

4 - Please call me when you _____ this message.
   o receive
   o received
   o will receive

5 - There are special situations that can make _____ an effective resume difficult.
   o writing
   o write
   o to write

6 - I would strongly ____ against staying up very late the night before an interview.
   o suggest
   o ask
   o advise

7 - Give her a call because at this time of day, she _____ surely be in the office.
   o will
   o would have been
8 - If you have more ______ one career goal, the best strategy is to develop multiple resumes.
   o than
   o as
   o that

9 - You should read some ______ samples that you can use as a guide.
   o specific industry
   o industry specific
   o industry-specific

10 - The ______ total sales for the nine months ended September 30, 2000.
    o Company
    o Company's
    o Company's

Part 2 - Vocabulary

1 - I expect you to give me a straight ______.
   o reaction
   o impression
   o answer

2 - He is going to get a top job soon. He is a real high ______.
   o market
   o flier
   o shots

3 - After interviewing her, he sent a _____ to his boss.
   o writing
   o write up
   o writing up

4 - His handwriting is so bad that I cannot _____ out his signature.
   o find
   o pick
   o make

5 - A Balance sheet is composed of ________.
   o Assets and Liabilities
   o Assets and Debt
   o Property and Debt
August 21st, 2013.

To: Joseph Smith
President
Corn for Fuel (CFF) Company

From: Anabel López Rivera
President
Let All Live Better Educational Services Co.

Issue: High incidence of dropouts from school among members of our community.

Sir:

Through this letter I introduce myself in the interest to open a dialogue channel to discuss a disturbing trend we have observed in our schools. I am the President of the private schools chain at the same community one of your Company’s plants operates. We offer educational opportunities from Head Start to University levels. We appreciated that along the years your Company hired many of our graduates.

However, we have observed a consistent increment in high school dropouts in the last five years, from 2008 to 2012. Reaching out to find out what alternatives these kids are falling for, we found as follows in Figure #2.

We found most full-time teenager workers left high school because of a forced marriage due to an unplanned pregnancy. We found that more than 60% of those who went to work five or four years ago already are physically disabled because of a broken back. We found that the main employer of these kids is your Company.

Certainly, your Company recognized the benefits of healthy, well trained and competent human resources. We invite you to join us in alliance with the Human Medical Services Corporation to further analyze this situation and find ways to let all member of our community live better. Please, join us next Friday at 3:00 PM at Room #144 in the Administration Building of our University.

Sincerely yours.
To: All Syrian and Internship Students

From

Jorge Quiñonez
Scout
Let All Live Better Educational Services Co.

Lizeth Márquez
Administrator
Let All Live Better Educational Services Co.

Wilfredo Ríos
Secretary
Let All Live Better Educational Services Co.

Anabel López
President
Let All Live Better Educational Services Co.

Date: September 4, 2013

Subject: Closing Operations

Due to the emergency of the attacks that have occurred between the people and the Government in Syria, our Institution will be closing. We will give you a week to vacate the premises.
August 26th, 2013.

To: Joseph Smith  
President, Corn for Fuel (CfF) Company  
10 Municipal Drive  
Corner of Rt. 30 & Municipal Drive  
Sugar Grove, Illinois 60554

From: Anabel López Rivera  
President, Let All Live Better Educational Services Co.

Issue: Action taken in relation to discussed issues on Friday August 23, meeting

Sir:

Hereby we thank you for joining us at our first meeting last Friday. We recognized the importance and value of your active participation. We appreciated your diligent support. We are excited, looking forward to continue working together.

The committee approved your recommendation to develop a sexual education program for the community focusing among the teenagers. We already have schedule the appointment with the local radio station WBKQ 88.7FM Operation Manager Jack Todd. In the initial conversation he not only accepted to do a program about the topic, but offers us to do a series of interactive programs were listeners can ask questions and bring their concerns. Jack is willing to even allow us a regular space as a public service for the community, at no expense. We need to come out with the speakers resources and provide them a monthly schedule. Out of his generosity, we have the opportunity to do informational messages that the station will transmit during the prime time for teenager’s listeners.

The other issue at hand is the legal implications of hiring underage people full-time. We got resources from our Law School, Dr. Lewis Gonzalez. Dr. Gonzalez is an expert in Labor Law with 20 years of teaching and court experience. He accepted to create a working group with your Company to revise your policies and procedures to identify areas of improvement and develop an action plan. This will provided an invaluable opportunity for last year graduated law students to get an idea of the working world. Therefore, we open an Internship Program using your facility as the main workshop, without any expense to you. Joseph, Dr. Lewis will be contacting you soon, to coordinate an appointment to initiate the process. If both of you allow me, I love to be part of this effort and support this initiative in any way our Company can.

We expect to accomplish at least one meeting for each issue before our next Alliance’s meeting. Remember, as agreed, every other Friday, same time, same place. Hope to see you soon, sincerely yours.

Sincerely,

[Signature]

[Your Printed Name]

[Your Position]
Maria del Carmen Perez Gonzalez
Caracas Street 5 May 4 503
Montevideo, Uruguay 06000
Phone number: (591) 435-1027
E-mail: maria.dc@yahoo.com

Objective: To contribute my skills and abilities to the development and growth of your corporation.

Education: Bachelor of Chemical Engineering
Polytechnic University of Puerto Rico

Specialized Courses:
- Research on Algae as an alternative fuel
- Research and Laboratory techniques
- Mandarin

Computer Skills:
- Windows 8
- Microsoft Office including Excel, Access
- Matlab, Simulink

Experience:
Research Technician
Chemical Department Polytechnic University
San Juan, Puerto Rico
- Literature overviews
- Project and experiment designing
- Statistical analysis
- Written and oral reports
Kimba slice
Urb. Palmas del Mar calle tortilla #11469
00791
(787)-959-3249
KSlice@gmail.com

I'm a well-prepared engineer with 30 years of experience in the field. I have many talents such as creativity, responsibility, great team work and punctual.

2003 - present
Worked as a mechanical engineer at NASA. I was the supervisor of the space robotics division.

1993 - 2003
Worked as a robotics professor at MIT University.

1983 - 1993
Worked as a supervisor of the assembly line at General Electric Corp.

I graduated from the Polytechnic University with a Bachelor's degree in mechanical engineering and a M.S. degree in aerospace engineering.
Polytechnic University of Puerto Rico
Hato Rey, P.R 00918

English Portfolio

Joel A. Arocho Rivera
ENGL 2020-02
September 29, 2013
Dr. Diez De Andino
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Introduction

As part of the requirements of the ENGL 2020 class, at the end of the trimester we have to prepare a portfolio. In this portfolio you will find everything I have done in the class. First, you are going to see a reflection titled “Life”. Then you will find: homework, classwork, journals, world news articles, and tests. As well, at the end of the portfolio you will find a conclusion. I hope you like it.
Reflection
Reflection

Life

Dreams can come true
If you take the time to
Think about what you want in life
Get to know yourself
Find out who you are
Choose your goals carefully
Be honest with yourself
Always believe in yourself
Find many interests and pursue them
Find out what is important to you
Find out what you are good at
Don’t be afraid to make mistakes
Work hard to achieve successes
When things are not going right
Don’t give up - just try harder
Give yourself freedom to try out new things
Laugh and have a good time
Open yourself up to love
Take part in the beauty of nature
Be appreciative of all that you have
Help those less fortunate than you
Work towards peace in the world
Live life to the fullest
Create your own dreams and
Follow them until they are a reality

- Susan Polis Schutz
Homework
Meeting

Chair (Joel): (Tap gavel twice)...It is ____ o’clock and the meeting of the D.R.E.P.A.A.
Company will come to order.
Chair (Joel): Will the secretary please call the roll?
Secretary (Aimee): (you stand up and call in a loud, clear voice, with pauses for response and everyone needs to say “yes”...)...
Natzi Martínez...Jean Calderón...Gabriel Rodríguez...Jaime Maldonado
Mr. President, everyone is in their place.
Chair (Joel): Thank you. Will the secretary please read the minutes of the preceding meeting?
Secretary (Aimee): (stand up)
 Minute of May 4, 2011

- The meeting was called to order by Joel Arocho. Those present were Aimeé Pagán, Natzi Martínez, Jean Calderón, Gabriel Rodríguez and Jaime Maldonado.
- The minutes of the previous meeting were taken as read, agreed as a true and signed by the Chair.
- Old Business: President Joel Arocho appointed a committee to plan a new project for October.
- New Business: It was approved to install another of our offices in Asia.
- President Arocho adjourned the meeting at 4:45 p.m.

Chair (Joel): Are there any additions or corrections to the minutes? [Pause.] If not, the minutes will stand approved as read. GAVEL!!!
Chair (Joel): We will now have the reports of officers and committees. May we have the Secretary’s report?
Secretary (Aimee): (stand up) Mr. President, there are no reports for this meeting.
Chair (Joel): May we have the Treasurer’s report?
Treasurer (Jean): (stand up)
The balance on June 3, 2012 was $20,253. There were receipts of $10,000 from medicine sales and $5,000 from donations. There were disbursements of $2,000 from the Fall Conference and $1,000 for the Management Series. The balance as of July 3, 2012 was $30,150.
Chair (Joel): Are there any questions? If not the report is accepted as presented. We will now hear a report from the Personnel Committee.
Natzi: We’ve hired 30 people in the last five months. Fifteen of them were Hispanics, 10 were Arabs, 3 Asians and 2 were Africans.
Chair (Joel): Thank you. May we have now the Legal Affairs Committee?
Jaime: We had a case in court. Was a buyer, who was wounded with one of our mechanical arms, however, they found the evidence needed to demonstrate that it was a lie and we won the case.
Chair (Joel): Thank you. Now, is there any old business?
Secretary (Aimee): No, Mr. President, they were all approved and we are already working with it.
Chair (Joel): Is there any new business?
Natzi: Mr. President?
Chair (Joel): Natzi...
Informal Meeting

Joel: Thank you all for coming. As you know it’s time to do the convention and the projects that we are going to present are the Artificial Eye and Medicinal Plants. I’ve called this private meeting because I want to see if you already have a date for the convention.

Aimee: Natzui and I thought it would be nice if we do it on Thursday, September 26, 2013. We think it’s a great idea since many of them don’t work on Fridays and maybe they will want to stay at the hotel for the weekend as a break.

Gabriel: I think you guys have a good point there.

Joel: So we do it on Thursday, September 26, 2013 then? Jaime? Jean? What do you guys think?

Jaime: It’s fine with me.

Jean: I think it is ok.

Joel: Great then. So, what about the music? We need to bring some nice artists.

Natzui: I like Cristina Aguilera. She’s an amazing singer.

Jean: I would like to bring IU. It would be different because she is a Korean singer and it will get everyone’s attention. Not forgetting that she sings beautiful.

Jaime: I like Tommy Torres.

Aimee: I think those are fine, but what about “Los Violines de Marquito”?

Joel: Wow, “Los Violines de Marquito”, it would be great if we bring them. Nice one, Aimee. (Highfive).

Joel: Well, I think everybody will like those artists. We can bring them all. Now, we already have the date and the music. I already chose the place. The convention will take place in Hotel San Juan. About the food, you don’t need to worry. They serve the best food you can ever taste. I think this is all for today’s meeting. Stay tuned, because I will be sending you guys another memo to talk about other things. Aimee, don’t forget to send the formal letters to the other companies. Let them know when and where the convention will take place and what they are going to see.

Aimee: Ok. I’ll do it right away.

Joel: Well, ok guys. You can get back to work.
Classwork
Classwork

Questions:

1. In what ways will the choices you make help eradicate the causes of injustices and oppression?
   Always reunite the employees for the discussion of any decision and letting each one express their ideas without discrimination.

2. How can your corporation help create structures that will promote justice, peace and ecojustice?
   Using recycled materials and study the land.

3. In what ways will the choices you make as a corporation contribute to a transformation of the following consciousness, spirituality, justice, women's right, society, race, politics and community?
   Making a balance by giving workshop to the company and the community.

4. In what ways will the choices you make as a corporation contribute to working in partnerships with the persons and systems and structures beyond yourselves?
   Always establishing a good communication with the employees.

5. In what ways will the choices you make as a corporation address those affected including them in the planning and decision making?
   Asking for people's reactions and feedbacks always establishing a good two-way communication by being open towards people's opinions.

6. In what ways will the choices you make as a corporation will address who benefits and who loses from any decision you make on your corporation or what are the trade off?
October 22, 2013

Barack Obama
Washington Avenue
Washington, D.C., USA.

Dear Mr. Obama:

If you want to spy other countries do it in a way that they won't be able to notice. Spying by using Facebook is not the right way. You are intelligent. Look for another way. They already exist. I don't know what else you're going to do.

Sincerely,

Joel A. Archeo
Journals
Tuesday, August 13, 2013

Today, Sister Carol was explaining us everything that we have to do thorough the trimester. I had to do again a record page for her class. After that, we wrote on it the assignments, tests, oral reports and some other things so we can write the grade there. We also formed the groups and made a company.

Thursday, August 15, 2013

Today, Sister Carol talked about different things but the one that caught most my attention was the deep pit mining. That's when people create a big crater and obtain all the minerals inside. I'm a hundred percent sure that they get a lot of money by selling those minerals, but the thing is that they are destroying that piece of land. After that, the land can't be used. I want to have money and I know everyone thinks like that, but that is not the way to get it. They don't even care if that piece of land was good to cultivate. They just want money, but that's not the way to get it. If they really want money, they should work hard and earn it by doing good things.
Tuesday, August 20, 2013

Well, we talk about Ecological Integrity. I’ve read it before but it’s so good that I can read it many times. I think taking care of our planet is the best thing we can do right now. Unfortunately, nowadays people don’t even care about it. Earth for me is sacred and that is why when I become an engineer I will create things that will not harm nature, I would love to create things that would be of a great help instead. But, not everyone thinks like me and now you can see people destroying such beautiful ecosystems just by doing their “projects”.

Thursday, August 22, 2013

Well, today we practically did the same thing we did on Tuesday. We kept reading and analyzing the Ecological Integrity and finished it.
Tuesday, August 27, 2013

Today, Sister Carol talked to us about the oral presentations. We start by doing research and gathering all the useful information. Then, we do a cognitive map and choose a thesis statement. After we have all of that, we can start writing our paragraphs with an introduction and a conclusion. What's new for me is that we need to write also a formal letter to ask for the privilege of giving a presentation before congress.

Thursday, August 29, 2013

Well, today Sister Carol talked about many things but the one that caught my attention was about the Russian Military Base in Cuba. The thing is that Russia has a military base in Cuba and now Cubans can study for free in the Lomonosov Moscow State University in Russia. What's amazing is that it's not just any college, because they can study in the top and best university in Russia. It's pretty cool and I like it.
Tuesday, September 3, 2013

Well, today Sister Carol talked about letters and memos. As our first test we need to write two letters and two memos. The two letters as well as the memos are about the Syrian Crisis. In our first letter we need to write to a company and tell them that we are planning to shut down our business for a limited time and that we are waiting for the Congress’ decision to take action. Then, the other letter is when the Congress’ decision has been taken. About the memos, the first one is to make a reunion with the employees and create a plan in case we have to shut down our business. The other memo is also when the Congress’ decision has been taken.

Thursday, September 10, 2013

Today, Sister Carol talked to us about the Plagiarism Workshop. She mentioned that Syria’s going to stop because Russia intervene which is a great news. Then, she gave us 3 types of resume. They were: the Chronological Resume, the Skills Resume and the Combination Resume.
Tuesday, September 12, 2013

Today was a very interesting day. Sister Carol mentioned the Roberts Book of Laws. But from what I know it is called Roberts Rules of Order. In 2010, I was in High School and I belonged to a club named FFA (Future Farmers of America). Our teacher formed a group and I was in, and we managed to participate in the Parliamentary Procedure competition in the FFA National Convention in Indianapolis, Indiana. It was an amazing experience and I will never forget it. It was kind of hard because we had to learn most of the book but it was not impossible. We got bronze and we were very proud of ourselves. That was three years ago but at least I remember how the process was. I still have the book and every time I see it I get flashbacks of that moment, not forgetting the medal that says “Parti. Pro”. But that was just the beginning, a year later, thanks to God, I participated in Dairy Cattle. We won here in Puerto Rico and managed to participate again in the FFA National Convention in Indianapolis, Indiana. This time we were just four, individually one of my friends got Gold, I got Silver and my other two friends got Bronze and in the category in groups we got Silver. We were super proud because competing with the 51 states is not easy and not being amazingly prepared, because we just had 3 weeks of preparation. The competition that we won in Puerto Rico took over very late, because they were always changing the date. I say 3 weeks of preparation because after we won, we knew that we were going to represent P.R. and that’s when we started to look for a specialist in that area and be able to practice. We did an amazing job with just three weeks of preparation while the others have been practicing for months or even a year. I would love to go back in time and have months or even a year of practice; I already know what medal we would be receiving.
Thursday, September 17, 2013

Today, Sister Carol told us what we are going to do for our 2nd test. We need to write an informal Memo and an Agenda, also a formal Meeting and a Letter. She also reminded us about the workshop.

Tuesday, September 19, 2013

Well, today was the Plagiarism Workshop. I've seen it like three times counting this one, but it is always good to watch it. There are things you always forget.
Tuesday, October 8, 2013

Well, today Sister Carol gave us some questions to answer in groups. The two questions that most caught my attention were: Should your corporation do volunteer work for refugees? And On October 11th a huge closet is going to be built in front of the Capitol so everybody can get out of the closet, what do you think? About the first question, if I had a corporation I would definitely help. I think helping others is the best thing we can do right now because if I was in their shoes, I would really appreciate the help of others. And about the closet in the Capitol, I think it is a disrespect. They are not supposed to do that. I just can't believe it.
Thursday, October 10, 2013

Today, Sister Carol gave us more questions to answer in groups. The one that caught most of my attention was: How can your corporation help create structures that will promote justice, peace and Eco justice? Well, we think the best way of doing that is using recycled materials and study the land. Also, asking for people's reactions and feedback is always establishing a good two way communication by being open towards people's opinions.
Today, a group presented their book reports and also the formal presentation. After that, we discussed the questions given in the last class.
Thursday, October 17, 2013

Today was a very nice day. We created three different logos. They were about cars, health, and construction. In the logo about cars, we drew an eco-friendly car. In the logo about health, we drew a tree which symbolizes the use of natural medicine (herbal medicine) to treat diseases. And for the construction logo, it was a mechanism that instead of constructing it was for reconstructing.
World News Articles
References


Bibliography


Conference Evaluation Form
Please, assign the number that better describes your satisfaction with the experience on each criterion according to the following scale: 5 Outstanding, 4 Very Good, 3 Good, 2 satisfactory, 1 Poor, 0 Very Poor.

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<th>Speaker</th>
<th>Topic</th>
<th>Relevance to class</th>
<th>Knowledge of the topic</th>
<th>Thesis Statement</th>
<th>Use of technology</th>
<th>References</th>
<th>Professional department</th>
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<td>Introduction</td>
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<td>Daví Millán</td>
<td>Electrical Energy</td>
<td>5</td>
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<td>Anabel López</td>
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<td>Wilfredo Ríos</td>
<td>Transportation</td>
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Comments or suggestions: Very Excellent presentation :)

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Conference: *Business Communication At Works Textbook's Chapters Reports.*
Date: October 9, 2012  Hour: 8:45AM
Place: Salon A 2th Floor Library Polytechnic University, San Juan Puerto Rico

<table>
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<th>Speaker</th>
<th>Chapter</th>
<th>Knowledge the topic</th>
<th>Use of technology</th>
<th>Reference</th>
<th>Professional department</th>
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<tr>
<td>Jorge Quiñonez</td>
<td>6: Using technology to improve communication</td>
<td>5</td>
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<td>Wilfredo Ríos</td>
<td>15: Constructing and presenting reports.</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>✓ ✓</td>
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<tr>
<td>Daví Millán</td>
<td>16: Preparing meeting communications.</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>✓ ✓</td>
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<tr>
<td>Anabel López</td>
<td>18: Selling yourself to employers</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>✓ ✓</td>
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Comments or suggestions: ___________________________________________________________