

University of Puerto Rico
Río Piedras Campus
College of Business Administration
Business English Department

Mission of the College of Business Administration

Managerial leadership development, business and academic, professional and ethical excellence through education and research initiatives and service in the context of Puerto Rico and the world.

B. Title: Business Report Writing

C. Course Code: BUEN 4006 / INCO 4006

D. Credit/ Hours: 2 credits / 3 hours

E. Prerequisites: BUCE 4008 / INCO 4008

F. Course Description

The course provides training theories of business communication through the written information. Special procedures are to be followed in drafting reports targets attention and well organized and based on verifiable facts is provided. The classification of information and research methods will also be discussed. Students are required to write a short analysis and to apply systematic research and communication processes for effective business report writing in English.

G. Learning Objectives

Upon completion of course, students should be able to:

1. use communication strategies for the planning, researching, drafting, revising, and editing of business documents that respond to professional situations and a diversity of audiences.
2. apply the communication techniques and skills required for preparing logical, coherent, unbiased oral and written reports.
3. summarize, paraphrase, critique, and synthesize readings responsibly and ethically.
4. quote and document sources consulted applying appropriate documentation styles .
5. search for reliable and recent information using information technology

6. produce both written and oral business reports using visual and computerized graphics that assist the audience in understanding the intended message.
7. work individually, as well as collaboratively, to produce business proposals and reports.
8. convey information in a clear, concise, and correct manner using appropriate writing mechanics, spelling, and punctuation).

H. Course Content	45 Contact Hours
1. Overview of the Course Communicating through reports Types of business reports	3
2. Importance and Function of Reports in Business and Government Analyzing problem situations Identifying constraints and competition Determining report objectives Drafting scope and determining the factors	6
3. Defining Research Methodology Defining methods and determining their use Designing a research plan Selecting primary and secondary sources	9
4. Compiling data for the report Establishing the reliability of sources and data Gathering data from the internet Defining and avoiding plagiarism	6
5. Intended use of the report Audience and organizational culture Purpose of the report	3
6. Designing the internal or external proposal Types, purpose, and parts Persuasive communication elements	3
7. Rhetorical aspects of communication Fact, opinion, argument Rhetorical fallacies: emotional, ethical, and logical Organizational structure	3
8. Drafting the report content Appropriate grammar, style, and mechanics Presenting supporting data	3
9. Business report formats and delivery	3

Difference between oral and written reports
 Layout guidelines
 Visual Aids

10. Effective oral business report presentations 6
 Interpersonal and non verbal communication

I. Teaching techniques

Lectures, writing lab attendance, class discussions, library orientation, role playing and performance - based activities are part of the teaching strategies for this course. Students will work both individually and collaboratively to conduct in-class and field work research along with group writing, proofreading, peer-editing, and presentations.

Although this course will use electronic mail and the Internet for sending and receiving some assignments and communicating with the instructor, regular attendance and participation are essential in communication classes.

J. Available or required resources

The Business English Department has the following resources to support the report writing course such as: instructional materials prepared by the professors, audiovisual equipment (IN Focus, transparency projectors, TV set, DVD player, and Laptop computers. Students will attend the Department's Language Laboratory and Multimedia Resource Center to experience internet research, to watch class related videos and to acquire writing assistance.

The materials used come from various reference books, articles on assigned topics, electronic references and materials, and handouts prepared by the professors. To allow for uniform assessment practices, professors develop student evaluation guidelines and rubrics that also serve the purpose of compiling and recording results for course improvement.

K. Evaluation techniques

Students' final grade will consist of the amount of points accumulated in the different activities during the semester. Students receive feedback on their in-class and homework writing assignments. Reports must be computer-generated. It is up to the professor to allow or deny make ups before the last day of class.

<u>Criteria</u>	<u>%</u>
Individual Class work / Team participation	25
Proposal, Oral Report, Final written report	<u>75</u>
	100 %

If necessary a different evaluation process will be used for students with special needs. We are prepared to provide reasonable accommodations for evaluation (those that do not substantially alter the nature of the course or cause undue burden on the professor) to

students with disabilities while maintaining the academic standards that are fundamental to the quality of our courses.

Rubrics, and other non-graded activities, will be used throughout the semester to conduct assessment of students' learning.

L. Special needs

According to the Law of Integral Educational Services for Persons with Disabilities, students who require reasonable accommodation should notify the professor the first day of class.

Students who receive VR services should contact the professor at the beginning of the semester to plan the reasonable accommodation and assistive equipment required by recommendations of the "Oficina de Asuntos para las Personas con Impedimento" (OAPI) of Dean of Students. The student with special needs some assistance or accommodation should contact the professor.

Certification # 99 (01-02) of the Academic Senate, Act 51 of 1996 (Act Integral Educational Services for People with Disabilities) and certification 130 (1999-2000) of the Board of Trustees.

Our Department complies with Section 504 of the Rehabilitation Act of 1973 or the Americans with Disabilities Act of 1990 and is committed to providing equal educational opportunities to all students, regardless of disabilities. Students with disabilities must seek assistance for accommodations specific to their disabilities from "Oficina de Asuntos para las Personas con Impedimento (OAPI), preferably prior to the start of classes. The disability resource office determines eligibility and specific accommodation requirements based on verification of disability and assessment of student's educational needs. Students who have a documented special need that requires academic support services must contact the professor the first week of class so these accommodations can be met. Students with disabilities should meet the same course expectations as their peers.

M. Academic Integrity

"The University of Puerto Rico promotes the highest standards of academic and scientific integrity. Article 6.2 of the UPR Students General Bylaws (Board of Trustees Certification 13, 2009-2010) states that academic dishonesty includes, but is not limited to: fraudulent actions; obtaining grades or academic degrees buy false or fraudulent simulations; copying the whole or part of the academic work of another person: plagiarizing totally or partially the work of another person; copying all or part of another person answers to the questions of an oral or written exam by taking or getting someone else to take the exam on his/her behalf; as well as enabling and facilitating another person to perform the aforementioned behavior. Any of these behaviors will be subject to disciplinary action in accordance with the disciplinary procedure lain down in the UPR Students General Bylaws."

The General Student Regulations of the University of Puerto Rico, Certification 13, 2009-2010, and approved by the State Department of Puerto Rico on September 9, 2009, Part VI, Section 6.2, sets the behavior of students subject to disciplinary sanctions. Among them is academic dishonesty, which involves disciplinary action as set forth in this regulation.

N. Grading system

90 -100 =	A
80-89 =	B
70-79 =	C
60-69 =	D
0-59=	F

O. REFERENCES

- Alred, G, Brusaw,C., Oliu, W. (2006). *Handbook of Technical Writing*. (8th Edition) Boston, MA : Bedford/St. Martin's.
- Bovee, Schatzman., & Thill. (2006). *Business Communication Essentials*. New York: Academic Internet Publishers, Inc.
- Bovee, C., & Thill, J. (2007). *Business Communication Today (9th Edition)*. New York: Prentice Hall.
- Guffey, M. (2006). *Essentials of Business Communication*. Mason, OH: South-Western College Pub.
- Guffey, M. E. (2006) *Business Communication Process and Product*. (4th Edition) New York: Academic Internet Publishers
- Jansson., & Sten. (2006). On Academic Writing. *European Business Review*, 18(6), 479-490.
- Kuiper, S. (2007). *Contemporary Business Report Writing*. Mason, OH: Thomson Southwestern.Kramer, M. G. (2001) *Business Communication in Context*. NJ: Prentice-Hall.
- Kuiper, S. (2006). *Contemporary Business Report Writing*. Mason, OH: South-Western College Pub.
- Ober, S. (2005). *Contemporary Business Communication (Sixth Edition)*. New York: Houghton Mifflin Company.
- Pardee, W. (2005). Writing Useful Technical/Business Objectives. *Research*, 48(1).
- Riordan, D. (2005). *Technical Report Writing Today*. New York: Houghton Mifflin Company.

Electronic References (will be revised each semester)

Advertising Research Foundation – <http://www.arfsite.org/>

Advertising World (University of Texas) – <http://advertising.utexas.edu/world/>

American Accounting Association – <http://aaahq.org/links.cfm>

American Finance Association – <http://www.afajof.org/>

American Institute of Certified Public Accountants – <http://www.aicpa.org/>

American Management Association – <http://www.amanet.org/>

American Marketing Association – <http://www.MarketingPower.com/>

Annual Reports Online – http://www.zpub.com/sf/ar1/ar1_www.html

Association of Consumer Research – http://www.acr_news.org/

Certified Financial Planner Board of Standards - http://www.cfp_board.org/

Field Guide to Nonprofit Program Design, Marketing and Evaluation and Field Guide to Consulting and Organizational Development.

Financial Executives Institute – <http://www.fei.org/> [

Glossary (of Financial Terms from the Federal Reserve Bank of Chicago) – <http://www.chicagofed.org/glossary/index.cfm?alphaletter=A>

Industrial Relations Research Association – <http://www.lera.uiuc.edu/>

Institute of Internal Auditors – <http://www.theiia.org/>

International Economics – <http://www.mnsfld.edu/depts/lib/globecon.html>

Occupational Outlook Handbook. U.S. Bureau of Labor Statistics, annual. – <http://www.bls.gov/oco/home.htm>

Resources for International Business Prepared by Ka-Neng Au Business Librarian
au@newark.rutgers.edu 3 May 2007 http://www.libraries.rutgers.edu/rul/rr_gateway_research_guides/busi/intbus.shtml

Rutgers Research Guide: The Financing Your Business Guide will lead you to forty other sources of information, both online and in print, including the multi-volume set of Business Plans Handbook with sample plans for a variety of retail and service businesses (CAMDEN RESERVE, DANA REF, KILMER REF HD 62.7 .B865).

The Owl at Purdue . APA Formatting and Style Guide <http://owl.english.purdue.edu/owl/resource/560/01/>.

*Electronic references will be revised and updated continuously. Students are asked to bring in additional web sites they may find useful and related to class.

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