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.

A. Program: Business Communication

B. Title: Business Communication II

C. Course Code: INCO 3006

D. Credits/hours: 2 credits/30 hours

E. Prerequisites: None

F. Course Description

Study of the principles and fundamental practices of effective business communication. Special attention is placed on the logical and creative process in writing related to difficult business situations that require solutions. Essential employment documents are also emphasized.

G. Learning Objectives

Upon completion of the course, and with a high percentage of effectiveness, the students will:

1. Understand and apply the principles of effective communication behavior.
2. Apply clear thinking in analyzing business communication situations.
3. Use appropriate vocabulary for effective communication.
4. Communicate more effectively in writing employability documents by applying the basic principles of written communication in business.

Specific Objectives

After the completion of this course, the students will:

1. Review and apply effective principles of business communication such as:
1.1 Completeness
1.2 Conciseness
1.3 Consideration
1.4 Courtesy
1.5 Concreteness
1.6 Clarity
1.7 Correctness

2. Understand the principles of psychology of effective communication.

3. Apply the fundamentals of business letter writing to the following messages:
   3.1 Requests for adjustment
      3.11 Direct
      3.12 Indirect (persuasive)
   3.2 Replies to Requests for adjustment
      3.21 Good-News
      3.22 Bad-News
      3.23 Neutral (Counter-proposal)
   3.3 The Job Application Letter
   3.4 The Resumé

4. Analyze and understand the job application process.
   4.1 Self Appraisal
   4.2 Career Appraisal
   4.3 Specific Position Analysis
   4.4 Job Opportunity Resources
   4.5 Resumés
   4.6 Application Letter
   4.7 Employment Interview
   4.8 Follow-up Letters on the Interview

5. Increase their business vocabulary through word study in context as used in textbooks, magazines, newspapers and in oral communication.

6. Develop reading ability through the study of the chapters in the textbook and other assigned readings in newspapers, magazines, and professional journals.

7. Improve their ability to write effectively by developing the habit of proofreading, revising, and correcting everything they write.

8. Develop proficiency in applying the principles of Basic English grammar.

9. Develop technological proficiency by using the Internet for the job search process
## H. Course content

<table>
<thead>
<tr>
<th>Introduction to course: objectives, content and requirements. Review of direct approach.</th>
<th>1.5</th>
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</thead>
</table>
| Student Employability Portfolio  
1. Self-analysis using an online personality test  
2. Occupation, industry and company research  
3. Interview | 3.0 |
| 4. Curriculum vitae and Resumes | 4.5 |
| 5. Application Letters and Job ads | 1.5 |
| 6. Follow-up messages  
a. Thank-you  
b. Letter of acceptance  
c. Letter declining a job offer  
d. Letter of resignation | 3.0 |
| Oral Presentations | 4.5 |
| Routine Good-News messages  
a. Claim letters  
b. Adjustment letters  
c. Goodwill letters  
d. Letter of recommendation | 6.0 |
| Test: Letter Writing | 1.5 |
| Persuasive Messages  
1. Planning  
a. Purpose  
b. Audience analysis  
c. Content  
d. Organization | 1.5 |
| Writing persuasive messages  
1. Persuasive claims and adjustments  
2. Bad news messages  
a. Replies  
b. Announcements | 3.0 |

**Total** 30.0

## 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 Communication Department has the following resources to support the courses such as: instructional materials prepared by the professors, audiovisual equipment (IN Focus, transparency projectors, TV set, DVD player, Laptop computers and Smart boards. 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

<table>
<thead>
<tr>
<th>Evaluation Method</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Formal examinations, Assignments</td>
<td>33%</td>
</tr>
<tr>
<td>Student Employability Portfolio (SEP)</td>
<td>34%</td>
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<tr>
<td>and oral presentation of SEP</td>
<td></td>
</tr>
<tr>
<td>Final exam</td>
<td>33%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

L. Special needs

In accordance with the recommendation of the Dean of Students Office (Division for Persons with Disabilities), students who are clients of the Office of vocational Rehabilitation must contact the professor at the beginning of the semester in order to make arrangements for reasonable accommodations and for any necessary auxiliary equipment. Other students with special needs who require any kind of assistance or reasonable accommodations should also contact the professor. Alternative evaluation methods will be provided to students with identified special needs.

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 of fraudulent simulations; copying the whole of 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.”
N. Grading system

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>100 - 90</td>
<td>A</td>
</tr>
<tr>
<td>89 - 80</td>
<td>B</td>
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<tr>
<td>79 - 70</td>
<td>C</td>
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<tr>
<td>69 - 60</td>
<td>D</td>
</tr>
<tr>
<td>59 – 0</td>
<td>F</td>
</tr>
</tbody>
</table>

A - 4.00
B - 3.00
C - 2.00
D - 1.00
F – 0

O. Bibliography


Electronic References¹


Effective Business Communication. https://mail.google.com/mail/u/0/#inbox/151635376ff3d815


Revised December 2015 by the Business Communication Department.

¹ 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.