

UNIVERSITY OF PUERTO RICO
Río Piedras Campus
School of Business Administration
Business English Department

Mission of the Faculty of Business Administration

To develop professional and academic leaders through an excellent education and research initiatives that will prepare them to serve in business environments

B. Title: BUSINESS COMMUNICATION

C. Course Code: INCO 3005

D. Credit / Hours: 30 hours (2 credits)

E. Prerequisites: None

F. Course description: Study of the elements, principles and fundamental practices of business communication. The logical and creative process in writing is studied with emphasis on the documents communicated in business and professional context.

G. Learning objectives

Upon completion of the course, and with a high percentage of effectiveness, the student will be able to:

1. Understand and apply the principles of effective communication within business writing
2. Learn to use appropriate vocabulary to produce memos, e-mail manager, and letters.
3. Apply critical judgment and ethical strategies in business situations

H. Course content

Hours

- | | |
|---|---|
| 1. Introduction to Business Communication | 2 |
| 2. Review, discuss, and define the communication theory | 4 |

3. Ethical standards of communication	2
4. Message Planning and Organization	
a. Direct Approach	4
b. Indirect Approach	
5. Fundamentals of effective business letters and memoranda	2
6. Style and tone of business correspondence	2
7. Formats and uses of the business letters and memoranda	2
8. Types of Business Letters	4
9. In class writing and testing	8
Total	30

I. Teaching techniques

The source places emphasis on case analysis and discussion of assigned readings. Independent and group research projects are developed backed by technological resources. Interpersonal, collaborative analysis and brainstorming are used to generate information. Group writing sessions, proofreading, peer editing, analysis and evaluation of business documents, as well as individual and group presentations from real life contexts are some of the many activities that take place in this course.

J. Available or required resources

The use of smartboard will require a lap top computer. The white boards will require erasable markers. Students will be using the multimedia resource center which has computers and printer therefore, toner for the printer will be needed.

K. Evaluation techniques

Projects/ Partial Tests	34 %
Classwork Assignments	33 %
Final Exam	<u>33 %</u>
	100%

L. Special needs

Students who require academic support due to a documented disability (*Procurador del Impedido*) or vocational rehabilitation should contact the professor at the beginning of the semester. In order to plan the action that will be implemented following the recommendation of the office that has documented the special need.

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.”

N. Grading system

100 - 90	A - 4.00
89 - 80	B - 3.00
79 - 70	C - 2.00
69 - 60	D - 1.00
59 – 0	F – 0

O. Bibliography:

Thill, J. V & Bovee, C.L. (2002). Excellence in Business Communication (5th ed.) Upper Saddle River, W. Prentice-Hall.

Calhoun, J. (Editor-in Chief) (2002), Communication 2000: Comprehensive Edition. 2nd ed.) Mason, OH South-Western.

Furman E. & L. (2000). Generation Inc., The 100 best businesses for young entrepreneurs. New York, NY. Berkeley Publishing Group.

Lesikar, R. V. & Flatley, M.E. (2002) Basic Business Communication: Skills for Empowering the Internet Generation (9th ed.) New York, N.Y. McGraw-Hill Companies, Inc.

O'Hair, D., Friedrich, G.W. & Dixon, Shover, L. (1998). Strategic Communication in Business and the Professions (3rd ed.) Boston, MA: Houghton-Mifflin Company.

Ober, S. (2001), Comtemporary Business Communication. (4th ed.) Boston, MA: Houghton –Mifflin Company.w

Thill, J. V & Bovee, C.L. (2002). Excellence in Business Communication (5th ed.)Upper Saddle River, W. Prentice-Hall.