

**University of Puerto Rico  
Río Piedras Campus  
College of Business Administration  
Business Communication Department**

**COURSE OUTLINE**

**Mission of the College of Business Administration**

Develop professional and academic leaders, through an education of excellence and research initiatives that will prepare them to serve in the business environment.

- A. Program:** **Business Communication**
- B. Title:** **Business Communication II**
- C. Course Code:** **INCO 3006**
- D. Credits/hours:** **30 hours (2 credits)**
- 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

## Hours

Introduction to course: objectives, content and requirements. Review of direct approach.	1.5
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**

Formal examinations, Assignments	33 %
Student Employability Portfolio (SEP) and oral presentation of SEP	34 %
Final exam	33 %
Total	100 %

#### **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 by 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 laid 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. References

- Alred, G, Brusaw,C., Oliu, W. (2006). *Handbook of Technical Writing*. (8<sup>th</sup> Edition) Boston, MA : Bedford/St. Martin's.
- Baker, C. (1996). *Foundations of bilingual education and bilingualism*. Clevedon: Multilingual Matters Ltd.
- Biennu, S. &Timm, P.R. (2001) *Business Communication: Discovering strategy, developing skills*. NJ: Prentice-Hall.
- 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.
- Clark, C.L. (2002) *Working the web: a student's research guide (2<sup>nd</sup> ed.)* TX: Harcourt Brace.
- De Mooij, M. (2014). *Global Marketing and Advertising, Understanding Cultural Paradoxes*. Los Angeles: Sage.
- Guffey, M. (2006). *Essentials of Business Communication*. Mason, OH: South-Western College Pub.
- Guffey, M. E. (2006) *Business Communication Process and Product*. (4<sup>th</sup> Edition) New York: Academic Internet Publishers
- Haghirian, Parissa. (2011). *Multinational and cross-cultural management: the transfer of knowledge within the multinational corporations*. London: Routledge.

- Jansson., & Sten. (2006). On Academic Writing. *European Business Review*, 18(6), 479-490.
- Kramer, M. G. (2001) *Business Communication in Context*. NJ: Prentice-Hall.
- Kuiper, S. (2006). *Contemporary Business Report Writing*. Mason, OH: South-Western College Pub.
- Leedy, P.D. & Ormond, J. E. (2001) *Practical research: Planning and Design*. (7<sup>th</sup> ed.) NJ: Merrill-Prentice Hall.
- Lesikar, R. V. & Pettit, Jr., JD. (2001) *Report Writing for Business*. (10<sup>th</sup> ed.) Boston: Irwin McGraw-Hill.
- Locker, K.O. & Kaczmarek, S. K. (2001) *Business Communication: Building Critical Skills*. Boston: Irwin McGraw-Hill.
- Martin, J. (2012). *Global business etiquette: a guide to international communication and customs*. California: Praeger.
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- Myers, R., Penrose, J., & Rasberry, R. (2003). *Business Communication for Managers: An Advanced Approach*. 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).
- Parr, L. (2000). *Report Writing Essentials*. Boston: Wadsworth Publishing.
- Piekkari, R., Welch, D. and Welch, L. (2014). *Language in International Business, The Multilingual Reality of Global Business Expansion*. Massachusetts: Edward Elgar Publishing.
- Riordan, D. (2005). *Technical Report Writing Today*. New York: Houghton Mifflin Company.
- Satterwhite M. & Olson-Sutton, J. (2000) *Business Communication at Work*. New York: Glencoe-McGraw Hill
- Turner, J. and Danks, S. (2014). Case Study Research: A Valuable Learning Tool for Performance Improvement Professionals. *International Society for Performance Improvement*, 53 (4), 1-9.

**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/ar/arl\\_www.html](http://www.zpub.com/sf/ar/arl_www.html)

Association of Consumer Research – [http://www.acr\\_news.org/](http://www.acr_news.org/)

Certified Financial Planner Board of Standards - [http://www.cfp\\_board.org/](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>

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

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](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.