

**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 Seminar:** **Seminar on Writing Techniques and Business Documents Analysis**
- C. Course Code:** **INCO 3010**
- D. Credits/ Hours:** **45 hours (3 credits)**
- E. Prerequisites:** **INGL 3101 -3102**
- F. Seminar Description:**

Seminar designed to provide students with the necessary tools to improve their listening, speaking and writing communication skills through the reading, analysis and discussion of business documents.

**G. Learning objectives:**

Throughout the seminar, students will:

1. review and apply the essentials of grammar, mechanics, and usage by writing and translating business documents.
2. read, study and discuss the main elements of literature within business related texts.
3. critically analyze assigned texts to develop awareness of topics such as: ethics, social responsibility, and diversity.
4. integrate communication technology using the Internet as a communication tool as well as a resource for writing and research.
5. improve their pronunciation, enunciation and presentation skills by developing and participating in oral business presentations.

## H. Course content

	<b>Contact Hours</b>
1. General introduction to course	2
2. Review the essential linguistic processes	4
• Listening	
• Speaking	
• Reading	
• Writing	
3. Use different business communication formats in the process of generating business communication issues.	3
4. Relate content to the process of language in use	7
5. Discuss elements of business-related issues such as:	6
• Ethics	
• Cultural	
• Entrepreneurship	
• Legal aspect	
• Communication	
• Social responsibility	
6. Demonstrate knowledge in the decision making process of business communication issues.	6
7. Critically discuss and write about business issues	6
• Inferences	
• Inductive reasoning	
• Deductive reasoning	
8. Integrate elements of oral presentation and written business documents within a simulated business context.	6
9. Integrate acquired knowledge from courses and experiences to the development of business communication issues.	5
	<hr/> <b>Total 45</b>

## I. Teaching techniques

Students will be assigned business readings for analysis and discussion. They will be expected to integrate communication technology when preparing documents and using online resources. Translation of business documents will be one of the methods used to review grammar, mechanics, and usage. A variety of classroom activities and presentations will be carried out to improve listening and oral production skills.

#### **J. Available or required resources**

The Business Communication Department has the following resources to support the business communication skills and writing techniques seminar 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:**

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.

Exams and quizzes on assigned literature	30%
Assignments, punctuality and attendance*	15%
Oral presentations and in class participation	25%
Final class project	<u>30%</u>
TOTAL	100%

If necessary 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.

#### **Assessment Strategies**

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

## **L. Special needs**

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 conditions from the disability resource center (“Oficina de Asuntos para las Personas con Impedimento), preferably prior to the start of classes, or as soon as the disability becomes known. The disability resource center (OAPI) determines eligibility and specific accommodation requirements based on verification of disability and assessment of student’s educational need. Students who have a documented special need that require academic support services must contact the professor the first week of class so these accommodations can be met.

### **LAW 51**

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**

The standard grading system will be used:

A=90-100

B=80-89

C=70-79

D=60-69

F=0-59

## N. Bibliography

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