

UNIVERSITY OF PU
ERTO RICO
RÍO PIEDRAS CAMPUS
COLLEGE OF BUSINESS ADMINISTRATION
DEPARTMENT OF BUSINESS COMMUNICATION IN ENGLISH

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:** **Strategic Business Communication**
- C. Course Code:** **INCO 4008 (core course)**
- D. Credit/ Hours:** **45 Hours (2 credits)**
- E. Prerequisites :** **COEM 3001 or its equivalent**

F. Course Description:

Design of business communication strategies applied to the development of oral and written messages in English. Research is a fundamental part of the methodology. Technology is integrated in the course through the interaction of international students using a “pen pal” strategy.

G. Learning objectives

As a result of this course students will be able to:

1. implement, in their writing and oral interaction activities, key communication theories and processes that explain professional communication.
2. apply critical thinking, social responsibility and ethical strategies when producing business messages and correspondence.
3. analyze business situations, identifying the problem and employing writing strategies tailored for the topic, objective, audience, medium and context.
4. collaborate to plan, research, document and complete team projects.
5. integrate communication technology using the Internet as a resource and a means of communication.

6. adapt communicative elements for an international/ intercultural environment .
7. recognize the need for business research and identify its general elements

H. Course Content

1. Course Overview	
Discuss communication principles, process, channels, and paradigms	6
Methods and contexts for international business communication	
2. Ethical standards applied to business writing	6
Persuasive / Informative writing	
3. Organizational Approach when writing or speaking	3
Direct and indirect	
Style and tone and language usage	
Reader/writer relationship	
4. Message formatting	3
Letters/memos/ e-mails/other	
5. Produce, revise, and edit varied business documents	6
Composing successful letters, memos, emails or other business documents	
6. Team work, interpersonal communication and group dynamics	3
Intercultural communication	
Diversity in the workplace	
Global work environment	
7. Technology use for business writing, presentation design and research.	3
8. Effective oral skills and communication techniques	3
Workplace communication	
Report presentations	
Social business interactions	
9. In-class discussions, writing and editing, testing.	12
Total	45

I. Teaching techniques

This business English course is designed to improve students' business communicative skills and abilities to interact in typical professional situations. Through the study of business cases of current events and discussion of assigned readings, students will engage in group writing, proofreading, peer editing, analyses and evaluation of business documents. Students will receive constant and specific feedback throughout the course. Technology plays a major role in this course since students are encouraged to search for reliable sources and use the

information for assignments and special projects.

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. Students should view class attendance as they would work. Absences and lack of participation may affect the outcome of the grade. Students are responsible for all class activities and assignments missed because of tardiness or absences during the semester including the add-drop period. All written work will be submitted during class on the designated due date.

J. Available or required resources

This course includes coverage of business vocabulary, use of electronic sources, listening and reading material, and a course textbook. Other written materials used come from reference books, articles on assigned topics, and handouts prepared by the professors. The student-centered approach allows students to use their own experiences and knowledge, expertise in activities and discussions.

The Business Communication Department will support the writing course with instructional materials prepared by the professors, audiovisual equipment (IN Focus, transparency projectors, TV set, DVD player, Laptop computers and Smart boards.

Arrangements must be made in advance to use the Department's Language Laboratory and Multimedia Resource Center for students to experience internet research or to link to other electronic resources available and websites for the purpose of this course.

K. Evaluation techniques

Students' performance is evaluated continuously throughout the semester. The use of technology, the ability to work individually and collaboratively and the development of effective communicative skills provide are considered for evaluation and grading. Classroom performance, written assignments, tests and oral presentations are also used to evaluate.

You are expected to produce high-quality professional documents. Appearance (neatness, visual appeal, and mechanical and grammatical correctness) is considered. Typewritten or letter-quality printed documents are expected.

Partial Tests (written and oral)	45%
Class work / Assignments	30 %
Departmental Final Exam	<u>25%</u>
Total	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, class participation, workshops, group reports, assignments and 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

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 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 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.

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."

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. Bibliography

Argenti, P. A. (2007). *Corporate communication*, (4th ed.). Boston: McGraw Hill Irwin.

Bovée, C., & Thill, J. (2007). *Business communication essentials* (3rd ed.). Upper Saddle River, NJ: Pearson/Prentice Hall.

Berko, R.M., Wolvin, A.D., & Wolvin, D.R. (2004). *Communicating: A social and career focus*. (9th ed.). Boston: Houghton Mifflin Company.

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Hacker, D. (2007). *A writer's reference*. (6th ed.). Boston: Bedford/St. Martin's:

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- Lehman, C. M., & Dufrene, D.D. (2002). *Business communication* (13th ed.). Boston: South-Western.
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- Thill, J. V., Bovée, C. L. (2007). *Excellence in business communication.* (7th ed.). Upper Saddle River, NJ: Prentice Hall.

Electronic Sources:

<http://www.meetingwizard.org>

<http://courses.washington.edu/spcmu/334/links.html>

http://www.ruf.rice.edu/~riceowl/oral_presentations.htm

<http://grammar.ccc.commnet.edu/grammar/paragraphs.htm>

http://www.teachingenglish.org.uk/think/write/process_write.shtml

<http://owl.english.purdue.edu/handouts/grammar/index.html>