

**Universidad de Puerto Rico
Recinto de Arecibo
Departamento de Inglés**

INCO 4008 Syllabus

COURSE TITLE	:	Strategic Business Communication
COURSE CODE	:	INCO 4008
CONTACT HOURS	:	45 Hours 3 hours per week / 2 credits
PREREQUISITES/REQUISITES	:	Basic English (INGL 3101-3102), Intermediate English (INGL 3103-3104) or Honor English (INGL 3011-3012)
COURSE DESCRIPTION:		
Application of strategic business communication applied to oral and written message development in English and document design.		
LEARNING OBJECTIVES:		
At the end of the course the students will: <ol style="list-style-type: none">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.		
BOOK:		
Guffey, M. E., & Loewy, D. (2013). <i>Essentials of Business Communication (9th Edition)</i> . South-Western/Cengage Learning.		

BOSQUEJO DE CONTENIDO Y DISTRIBUCIÓN DEL TIEMPO:

Tema	Time distribution		
	In Person	Hybrid	Online
I. Course Overview and Discuss communication principles, process, channels, and paradigms	6	3.0 In Person / 3.0 online	6
II. Ethical standards applied to business writing persuasive / informative writing	6	3.0 In Person / 3.0 online	6
III. Organizational Approach when writing or speaking / Direct and Indirect Style and tone and language usage / Reader-writer relationship	3	1.5 In Person / 1.5 online	3
IV. Message Formatting (Letters, Memos, emails, etc.)	3	1.5 In Person / 1.5 online	3
V. Produce, revise, and edit varied business documents / Composing successful letters, memos, emails or other business documents	6	3.0 In Person / 3.0 online	6
VI. Team work, interpersonal communication and group dynamics / Intercultural communication / Diversity in the Workplace / Global Work Environment	3	1.5 In Person / 1.5 online	3
VII. Technology use for business writing, presentation design and research	3	1.5 In Person / 1.5 online	3
VIII. Effective oral skills and communication techniques / Workplace communication / Social business interactions	3	1.5 In Person / 1.5 online	3
IX. Discussions, writing, editing and testing	12.0	6.0 In Person / 6.0 online	12.0
Total de horas contacto	45 horas	45 horas (22.5 In Person =50% and 22.5 online = 50%)	45 horas

INSTRUCTIONAL TECHNIQUES

In person	Hybrid	Online
Any of the following strategies can be used to teach the course: <ol style="list-style-type: none"> 1. Google Meet (online classroom) 2. Collaborative activities 3. Simulation situations 4. Forum 5. Group and/or individual writing 6. YouTube 7. Portfolios/journals 8. Internet 9. E-mail 10. Library on-line resources 11. Power Point Presentations 12. Computers 13. Excel 14. Google Docs 15. Others 	Any of the following strategies can be used to teach the course: <ol style="list-style-type: none"> 1. Google Meet (online classroom) 2. Collaborative activities 3. Simulation situations 4. Forum 5. Group and/or individual writing 6. YouTube 7. Portfolios/journals 8. Internet 9. E-mail 10. Library on-line resources 11. Power Point Presentations 12. Computers 13. Excel 14. Google Docs 15. Others 	Any of the following strategies can be used to teach the course: <ol style="list-style-type: none"> 1. Google Meet (online classroom) 2. Collaborative activities 3. Simulation situations 4. Forum 5. Group and/or individual writing 6. YouTube 7. Portfolios/journals 8. Internet 9. E-mail 10. Library on-line resources 11. Power Point Presentations 12. Computers 13. Excel 14. Google Docs 15. Others

RECURSOS MÍNIMOS DISPONIBLES O REQUERIDOS:

Recurso	In Person	Hybrid	Online
Account on the institutional learning management platform (Ej. Moodle)	Institution	Institution	Institution
Institutional email account	Institution	Institution	Institution
Computer with high-speed internet access or mobile device with data service	Student	Student	Student
Programmed or applications: word processor, spreadsheets, presentation editor	Student	Student	Student
Integrated or external speakers	Does not apply	Student	Student
Webcam or mobile with camera and microphone	Does not apply	Student	Student

EVALUATION:

In Person		Hybrid		Online	
Partial Tests	45%	Partial Tests	45%	Partial Tests	45%
Class work	30%	Class work	30%	Class work	30%
Final Exam	25%	Final Exam	25%	Final Exam	25%
Total	100%	Total	100%	Total	100%

Note: Certification 111-2014-2015 of the Governing Board defines a face-to-face course as: "Course in which 75% or more of instruction hours require the physical presence of students and the professor in the classroom." The remaining 25% may be covered using different educational strategies, among which are: visits related to the course, field experiences, excursions, and online activities, among others. It is the responsibility of the professor to provide evidence of all the activities with attendance sheets and assessment of these activities.

REASONABLE MODIFICATION (ACCOMMODATION):**Reasonable Modification (Accommodation)**

Students who receive reasonable modification (accommodation) benefits and / or receive Vocational Rehabilitation services should contact the professor at the beginning of the semester to coordinate the modification (accommodation) and necessary equipment according to the recommendations of the OSEI UPRA Coordinator. To process the application, you can access the link http://docs.upra.edu/osei/Procesamiento_de_Servicios-OSel.pdf. The request for reasonable accommodation does not exempt the student from complying with the academic requirements of the course or program.

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.

Para velar por la integridad y seguridad de los datos de los usuarios, todo curso Hybrid, a distancia y Online deberá ofrecerse mediante la plataforma institucional de gestión de aprendizaje, la cual utiliza protocolos seguros de conexión y autenticación. El sistema autentica la identidad del usuario utilizando el nombre de usuario y contraseña asignados en su cuenta institucional. El usuario es responsable de mantener segura, proteger y no compartir su contraseña con otras personas.

INSTITUTIONAL POLICY AGAINST SEX, GENDER, AND SEXUAL ORIENTATION DISCRIMINATION (CERT. 36 2018—2019 JU):

The University of Puerto Rico prohibits discrimination based on sex, sexual orientation, and gender identity in any of its forms, including that of sexual harassment. According to the Institutional Policy Against Sexual Harassment at the University of Puerto Rico, any student subjected to acts constituting sexual harassment, may turn to the Office of the Student Ombudsperson, the Office of the Dean of Students, and/or the Coordinator of the Office of Compliance with Title IX for an orientation and/or formal complaint.

NETIQUETTE:

Students taking online courses should follow the universal Netiquette guidelines below:

Communicating with your instructor:

- **Do not type in all caps, please.** Typing a text all caps is inappropriate because it is perceived as yelling.
- **Be pro-active.** Exhaust all avenues before asking a question. For instance, if you need to know the professor's office hours, check the banner on the Moodle page or the course guidelines. Questions about the grade breakdown? Check out the syllabus under General Information in Moodle. Need to know the due dates for assignments? You will find them in the chronogram. If you still have a question, write to your professor.
- **Proofread your assignments before submitting to your instructor.** Always use proper spelling, grammar, capitalization, and punctuation.
- **Read first.** Before responding to an email, chat, or forum, make sure you read the previous discussions first. You need to know what other people have answered or asked so you do not duplicate efforts, hindering the class from moving forward to subsequent topics.
- **Submit files in the format assigned by your instructor.** When submitting any assignment, always follow your instructor's rules, e.g. format and content. Ignoring these instructions is bad netiquette and could lead to losing points on the assignment.
- **Conduct yourself professionally on email and while online.** A common netiquette error is to treat e-correspondence with faculty and staff as an ongoing chat among friends.

Communicating with Fellow Students:

- **Avoid sarcasm, harmful words or phrases, obscene language.** Sarcasm can lead to misguided arguments online. Therefore, be careful with jokes, hurtful words, or obscene language, that could come across as distasteful or rude.

- **Respect people's opinions.** If you want to express your disagreement with an argument presented by another student, do so respectfully. Begin your argument with phrases like: *"I do not agree with your opinion because..."* or *"Your point is understood, however...."*
- **Be precise when answering questions asked by your classmates.** When replying to a fellow student's question about assignment instructions or due dates, please be 100% certain of your answer. Do not guess; do not misinform.
- **Do not abuse the chat box.** Please, use the chat box for comments or questions relevant to the course. Chat boxes are for sharing ideas but can distract when loaded with irrelevant comments.
- **Conduct yourself professionally on email and while online.** A common netiquette error is to treat e-correspondence with faculty and staff as an ongoing chat among friends.
- **Be kind and show empathy.** Because the Internet has some level of anonymity, some people tend to behave rudely. Make a point to always be respectful- even if you disagree. You can debate any subject without hurting other people.
- **Think before you type.** "Whether or not privacy settings are in place, the internet has a tendency to house things forever, and what you say privately can easily become public," advises etiquette expert Devoreaux Walton.

GRADING SCALE

100% – 90% A
 89% – 80% B
 79% – 70% C
 69% – 60% D
 59% and lower F

Note: Certification 2020-2021 31 of the Academic Senate, as amended, stipulates that its validity will be evaluated each semester starting January 2022. In this class, the grades A, B, C, and D would be equivalent to **PASS** (P) while an F would be equivalent to **NO PASS** (NP). Choosing P or NP would be irrevocable. The student will be responsible for evaluating the exclusions to these options.

REFERENCES

- Bovee, C. & Thiek, J. (2017). Business Communication Today (14th edition). New York: Prentice Hall.
- Bovee, C. & Thiek, J. (2015). Business Communication Essentials: A Skills-Based Approach. New York: Academic Internet Publishers.
- Canavor, N. (2018). Business Writing Today: A Practical Guide (3rd edition). SAGE Publications, Inc.
- Davidson, W. (2015). Business Writing: What Works, What Won't (3rd edition). Griffin.
- Guffey, M. E. & Loewy, D. (2018). Essentials of Business Communication (11th edition). Mason, OH: South Western College Pub.
- McLean, S. (2016). Business Communication for Success. FlatWorld.

