



English Department



**UNIVERSITY OF PUERTO RICO  
ARECIBO  
ENGLISH DEPARTMENT**



**Syllabus for INCO 3005**

|                      |  |
|----------------------|--|
| <b>Title</b>         | Business Communication I                           |
| <b>Course Code</b>   | INCO 3005  |
| <b>Contact Hours</b> | 3 hours per week / 3 credits                       |
| <b>Requisites</b>    | Basic English INGL 3101 and 3102 or its equivalent |

**Course Description**

This course is designed to provide the student with the background and training for communicating in written form facts and ideas effectively. Special attention is given to correct English usage in business writing and understanding of the principles governing all communication. Emphasis on handling problem situations through business letters and memorandums, which will influence human behavior and get the desired results, are practiced.

**Learning Objectives**

A. Upon the completion of the course, the students will:

1. understand the role of sound communication foundations in order to be successful in the new world of work.
2. enhance awareness of communication contexts and practices in other cultures.
3. apply specific reasoned, and practical business communication principles to composing and delivering memos, and e-mail messages and routine letters.
4. learn how to become successful business writers by systematically following the writing process.
5. practice business communication skills in both independent and collaborative/team situations.
6. develop confidence and appreciation of the importance of effective business communication.
7. identify changes in the workplace and the importance of communication skills.
8. understand the importance of performing work in teams.
9. understand communication power based on listening and non-verbal skills.
10. learn strategies in order to cope with intercultural communication.
11. learn and practice the analyzing, anticipating, and adapting strategies of the prewriting stage of the writing process.
12. learn and practice the researching, organizing, and composing strategies of the writing stage of the writing process.
13. learn and practice the revising, proofreading, and evaluating strategies of the revising stage of the writing process.
14. understand, recognize, and use different document formats (Appendix B).
15. apply the 3 x 3 writing process to understand, recognize and produce routine e-mail messages, and memos and routine letters.

### **Course Outline and Time Distribution**

1. Introduction to the Course (1.5 hours)
2. Communication Foundations (6 hours)
  - a. Communication Skills
  - b. Team Work
  - c. Listening and non-verbal skills
  - d. Intercultural communication
3. The Writing Process (7.5 hours)
  - a. Prewriting Stage
  - b. Writing Stage
  - c. Revising Stage
4. Document Formats (1.5 hours)
  - a. Letter
  - b. Memo
  - c. E-mail
5. Business Correspondence (28.5 hours)
  - a. Routine Memos
  - b. Routine E-mails
  - c. Routine Letters

**Total 45.0 hours**

### **Instructional Techniques**

A. Among the instructional strategies to be used for the class are:

1. Lecture
2. Collaborative Strategies
3. Individual and/or Group Presentations
4. Individual and/or Group Writings
5. Communication and/or Assignments via Electronic Mail
6. Power Point Presentations
7. Simulation Situations

### **Learning Resources and Minimum Required Installations and Facilities**

1. Articles
2. Printed Material
3. Audiovisual Material
4. Videos
5. Power Point Modules
6. Transparencies
7. Internet

**Evaluation Techniques:**

All grades will be given in numerical percentages:

|   |                   |
|---|-------------------|
| 1. Partial Examinations *   | 40%               |
| 2. Written Exercises (memos, and others, preferably written in classroom) | 30%               |
| 3. Quizzes, Group Work or Portfolio**                                     | 10%               |
| 4. Daily Grade (attendance, participation, assignments, and others) **    | 10%               |
| 5. Final Examination  | 10%               |
|   | <b>Total 100%</b> |

\* If partial exams include section B, then section A will be allotted a 70% of the grade.

\*\*If not considered, these percentages will be allotted to Partial Examinations or Written Exercises at the discretion of the professor.

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 Accommodation:**

Students who are sheltered under Law 51 or receive vocational rehabilitation services that require reasonable accommodations must inform the professor at the beginning of the semester by bringing an official letter that is sent from the office that deals with the matters of persons with impediments at the university in order to offer the necessary accommodations in accordance to the specifications that are delineated in said document.

**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 12-2009-2010) 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's 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.

**Grading Scale:**

100% – 90% A  
89% – 80% B  
79% – 70% C  
69% – 60% D

59% and lower F

**Bibliography:**

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8. Locker, Kitty O. Business and Administrative Communication. 5th ed., Boston: Irwin & McGraw-Hill, 2000
9. Ober, Scott. Contemporary Business Communication. 4th ed. Dallas: Houghton Mifflin, 2001.
10. Torres, Lucy M. Impedimentos Visuales: Naturaleza y Necesidades. San Juan: Isla Negra, 1998.
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