

**SYLLABUS INCO 3005**

- I. Course Title                      Business Communication I
- II. Course Code                     INCO 3005
- III. Credits per Semester         Three
- IV. Previous Requirements       English 3101-3102 or Intermediate English 3103-3104, or have obtained a grade of three (3) to five (5) on the Advanced Placement Test during high school.
- V. Contact hours                    Forty five classroom hours per semester

**VI. Course Descriptions**

Course designed for students in Business Administration and Office System. Students are given training in the correct form of writing and communicating in business. Special attention is given to achieving effective communication in business and understanding the logical process that involves the writing of a business letter.

**Course Objectives:****1. General:**

Throughout the development of this course, the students will be able to communicate effectively in business in both oral and written form

1.2 react to everyday life situations as they become aware of the importance of clear thinking in their own lives and in business communication.

**2. Specific:**

After continued practice on the application of business concepts and strategies learned in this course, the students will be able to carry out the following objectives with at least 75% mastery.



- 2.1 define communication
- 2.2 identify and use the standard and special parts of a business letter
- 2.3 differentiate between verbal and nonverbal language
- 2.4 apply the communication theory and principles in their oral and written language
- 2.5 use communication skills in the process of business messages
- 2.6 review grammatical concepts in order to create error free messages
- 2.7 analyze their audience in order to write effective business messages through informal and formal reports
- 2.8 determine the purpose of their business messages
- 2.9 create appropriate opening and closing statements
- 2.10 construct effective opening, body and closing paragraphs
- 2.11 employ the characteristics of good business writing in their letters and memorandums
- 2.12 prepare letters and memos that develop the correct use of the “you” attitude
- 2.13 use the positive approach in their communications
- 2.14 apply basics of outlining in order to organize their thoughts in business messages
- 2.15 judge the quality of written messages
- 2.16 design and correct letters of invitations, orders, inquires, and requests that use the direct approach
- 2.17 get acquainted with computer programs designed to create business messages.

#### VIII. Course Content and tentative distribution of time

	Hours
Introduction of the course.....	1
Diagnostic test.....	1
Classified ad related to communication skills.....	1
The communication process and its barriers.....	5
Ethical business communication.....	2
The writing process.....	8

Format and appearance of well written e-mails and memos.....	3
Writing e-mails and memos.....	3
Format and appearance of well written business letters .....	5
Writing business letters .....	6
Grammar according to the needs of the students.....	3
General orientation for oral presentations.....	1
Oral presentations.....	6
Total.....	45

VIII. Textbook  
 Lehman, Carol M., Debbie D. Dufrene and Robyn Walker. (2014). BCOM (6th Edition). CT: Cengage Learning. 2014

IX. References

Oede, E., Panigrahi, J., and Calcich, S. (2000). Ethics in Small Minority Business. *Journal of Business Ethics*, 1, 12.

Sims, R. (2000). Changing an Organization’s Culture Under New Leadership. *Journal of Business Ethics*, 1, 5.

Sterne, J. (2000) In Praise of E-mail. *Inc. Technology*, 22, 1-4.

X. Other resources or materials

1. Multimedia Lab
2. Audiovisual aids
3. Data Projector
4. Material prepared by the Professor

XI. Library Use Related to the course

Objectives	Strategies	Activities
<ol style="list-style-type: none"> <li>1. Given an assignment to look for information about verbal and nonverbal communication.</li> <li>2. Given an assignment of a reading from a magazine article available in the database, students will analyze and evaluate them in class.</li> </ol>	<ol style="list-style-type: none"> <li>1. Select a Business Communication book to look up information about verbal and nonverbal communication.</li> <li>2. Skim through magazines, and newspapers from the database to select readings related to communication in business.</li> </ol>	<ol style="list-style-type: none"> <li>1. Work individually with the help of the librarian.</li> <li>2. Search for articles in the database.</li> <li>3. Distinguish between verbal and non-verbal communication messages.</li> <li>4. Bring examples of verbal and non-verbal messages.</li> <li>5. Analyze and evaluate the reading selected to present the oral and written analysis in class.</li> </ol> <p>Note: Data projector and/or overhead projector will be used for the oral presentations.</p>

Norms for the Evaluation of Students

- 1/3 Partial test(s)
- 1/3 Quizzes  
-Letters, memos, assignments, attendance, other works
- 1/3 Oral report and job interview (to substitute the final test)

Grade System: 100-90 A / 89-80 B / 79-70 C / 69-60 D / 59-0 F

For every one instructional credit hour in class, University of Puerto Rico in Ponce students are recommended to spend at least two hours out-of-class, studying, reading, writing, researching, and working on projects, providing community service or community service learning, and preparing for tests.

## Norms:

1. Assignments are due on designated dates.  
Assignments that are handed in late will lose five (5) percent of the grade per day.  
All paperwork handed in must include your roll book number and class section.
2. All students are required to bring the textbook to class every day; photocopies **will not** be accepted.
3. Students are required to bring their dictionaries to class every day.
4. Attendance is compulsory. According to an amendment done to certification # 33, more than six (6) absences to the Monday, Wednesday and Friday courses, or more than four (4) absences to the Tuesday and Thursday courses will disqualify students for receiving full economic aid.
5. Three times late to class is equivalent to one (1) absence.
6. Students will receive 25 points for perfect attendance to class; for every absence to class students will receive a minus five (-5) from the total of twenty five. The first absence is for free.
7. Although test(s) will be administered during regular class hours, if necessary, and through prior agreement between the professor and students, (a) test (s) may be administered outside regular class hours.
8. There will be no make-ups for quizzes and test.

### *Special Accommodations*

According to the Americans with Disabilities Act of 1990 (Amended in 2008) and other related state and federal laws, every student with disabilities that require special accommodations should let their professor know within the first two weeks of class in order to make the necessary arrangements.

The Application for Special Accommodations is available in the Deanship of Student Affairs (Office 2004) or through the electronic address [estudiantiles@uprp.edu](mailto:estudiantiles@uprp.edu). For more information, the student can contact extensions 2502, 2503 or 3060.

## **INSTITUTIONAL AND ENGLISH DEPARTMENT MISSION AND VISION**

### **Institutional Vision**

The University of Puerto Rico in Ponce aspires to be the institution, which most effectively promotes the development of its students' potentials so that they may make significant contributions to the well-being of Puerto Rico.

### **Institutional Mission**

The University of Puerto Rico in Ponce is a teaching institution dedicated to the intellectual, humanistic, scientific, cultural, and ethical growth of its students. It is devoted to the integral development of citizens and professionals capable of contributing to a global society as critical, creative, and honest leaders committed to continuous learning and community service. It fosters equal access, academic rigor, enriching educational activities, and quality support services which contribute to the formation of graduates with a profile of academic excellence. In all its undertakings, the University of Puerto Rico in Ponce promotes a democratic environment supportive of academic freedom, excellence, integrity, respect, tolerance, creativity, and research.

### **English Department Vision**

The English Department of the University of Puerto Rico in Ponce is focused in the formation of proficient and competent graduates in linguistics, academic, and cultural areas within the context of communicative English as a second language for the purpose of developing professionals capable of responding to the challenges of society.

### **English Department Mission**

The English Department of the University of Puerto Rico in Ponce has as its fundamental mission to prepare future professionals with the capability to use English as a means of communication and become useful members of society.

**INSTITUTIONAL AND ENGLISH DEPARTMENT  
GOALS ALIGNMENT**

<b>INSTITUTIONAL GOALS</b>	<b>DEPARTMENT GOALS</b>
<p>1. To develop professionals who possess the knowledge, skills, and dispositions necessary to contribute responsibly to their social, cultural, and environmental surroundings.</p>	<p>1. To develop the basic skills in the four language arts (reading, writing, speaking, and listening)</p> <p>2. To develop critical thinking skills</p> <p>3. To create awareness on the importance of mastering English</p> <p>7. To provide students with the mechanisms for self-learning</p>
<p>2. To offer and develop baccalaureate, associate, and transfer programs and other enriching educational experiences in response to the needs of society.</p>	<p>3. To create awareness on the importance of mastering English</p> <p>4. To develop human appreciation and ethical values</p> <p>5. To prepare students in transfer programs with the necessary courses to transfer to other local or foreign institutions</p> <p>6. To provide a competent curriculum</p>
<p>3. To cultivate knowledge through creative activities, research, and dissemination</p>	<p>2. To develop critical thinking skills</p> <p>4. To develop human appreciation and ethical values</p> <p>6. To provide a competent curriculum</p> <p>7. To provide students with the mechanisms for self-learning</p>
<p>4. To provide professional development opportunities to faculty and administrative personnel in order that they may contribute to the enhancement of institutional quality.</p>	<p>4. To develop human appreciation and ethical values</p>

## **Tentative Schedule**

### Week I

1. Introduction to the course
2. Diagnostic test
3. Communication skills (classified ad assignment)

### Week II-III

1. Building your career success with communication skills pages 2-35
2. Understanding the process of communication
3. Overcoming interpersonal communication barriers
4. Communication in organizations
5. Improving the flow of information in organizations Hand outs
6. Examining business communication ethics

### Week IV-VI

1. Writing Process Pages 50-71
2. Instructions for oral presentation Hand outs

### Week VII

- Electronic and written messages pages 72-87
1. Practice exercises

### Week VIII - IX

- Types of messages pages 88-127

### Week X-XI

1. Reports and Business Presentation pages 182-205

### Week XII-XIII

- Oral Presentations

### Week XIV

1. Employment and Job Interviews pages 228-273

### Week XV

- Mock job interview