

English Department

PO Box 7186
Ponce, PR 00732
Phone 844-8181, Exts. 2324, 2325
Fax: (787)813-0306
ingles@uprp.edu

- I. COURSE TITLE: Business Communication I*
- II. COURSE CODE: INCO 3005
- III. CONTACT HOURS/CREDITS: **Three (3) credits**
- IV. PREREQUISITES: INGL 3102 or 3104
- V. COURSE DESCRIPTION: This special course includes the work required in INCO 3005 and INCO 3006. It includes additional work on solving problems associated with writing business correspondence. The level of this course is relative to the ability of the average student.
- VI. OBJECTIVES:
 - A. At the end of the course the students will:
 1. Apply the oral and written skills needed to effectively communicate their ideas.
 2. Apply specific logical and practical business communication principles to composing business correspondence.
 3. Apply the appropriate patterns, principles and vocabulary necessary to analyze business communication situations.
 4. Recognize the organization, structures, and characteristics of basic business letters.
 5. Use technology (email, search engines, etc) to produce effective business correspondence.
 6. Produce effective and concise letters and memos
 7. Prepare an informal report
 8. Proofread and edit copies of business correspondence
 9. Write an effective resume and cover letter
 10. Conduct excellent interviews and complete follow-up employment correspondence

* Accelerated Business Communication (Version)



VII. COURSE OUTLINE:

A. Introduction to the course and to business communication	(3hrs)
B. Review of Basic Writing Skills	(6hrs)
■ Pre-writing skills	
■ The writing process	
■ Editing and proofreading	
C. Brief introduction to Business writing	(3hrs)
D. Types of business correspondence and their uses	
TEST #1	(3hrs)
E. Indirect and Negative Messages	(6hrs)
F. Persuasive and Sales Messages	(6hrs)
G. The role of technology in business communication	(3hrs)
TEST #2	
H. Integrating communication in the successful pursuit of employment (the interview, the resume and the application/cover letter)	(7hrs)
I. Introduction to the informal report and writing the Informal Report	(8hrs)
	TOTAL (45hrs)

VIII. INSTRUCTIONAL STRATEGIES:

A. The following strategies can be used to teach the course:

- a. Lectures
- b. Collaborative activities
- c. Group and/or individual oral presentations
- d. Group and/or individual writings
- e. Guestspeakers
- f. Portfolios
- g. Internet
- h. E-mail
- i. Library resources
- j. Others

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.

XI. RESOURCES:

The course requires the use of library resources, the internet, audiovisual materials, and other supplementary materials prepared by the professor.

X. EVALUATION CRITERIA & GRADE DISTRIBUTION:

All Grades will be given in numerical percentages.

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|---|-----|
| 1. Writing activities, Quizzes, Class Assignments | 25% |
| 2. Partial Exams | 25% |
| 3. Cover letter, Resume, and Job Interview | 25% |
| 4. Oral and Written Presentation of informal report | 25% |

THE SPECIAL EVALUATION NEEDS OF THE STUDENTS SHELTERED UNDER LAW 51 WILL BE TAKEN INTO CONSIDERATION.

XI. Grade Scale

100 – 90 = A	89 – 80 = B	79 – 70 = C	69 – 60 = D
59 – 0 = F			

XII. Bibliography

Bovee, Courtland L. and John V. Thill. *Business Communication Essentials*, 3rd ed., New York: Communication Specialists of America, 2007.

Codgill, Sharon and Judith Kilborn. *LEO: Literacy Education Online*. 6th ed. (2000). Online. Internet. Available:<http://leo.stcloudstate.edu/catalogue.html>

Guffey, Mary Ellen. *Business Communication: Process and Product*. 6th ed. Cincinnati: South-Western, 2007.

Kuiper, Shirley. *Contemporary Business Report Writing*. 3rd ed. Cincinnati: South-Western, 2006.

Thill, John V. and Courtland L. Bovee. *Excellence in Business Communication*. 8th Ed., New York: Prentice Hall

INSTITUTIONAL AND ENGLISH DEPARTMENT GOALS ALIGNMENT

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.

Visión Institucional

Ser el centro universitario de Puerto Rico que con más efectividad fomenta el desarrollo de las potencialidades de sus estudiantes para que contribuyan destacadamente al bienestar del País.

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.

Misión Institucional

La Universidad de Puerto Rico es una institución dedicada al desarrollo intelectual, humanístico, científico y ético de sus estudiantes. Comprometida con la formación integral de ciudadanos y profesionales capacitados para contribuir a una sociedad global como líderes críticos, creativos, íntegros, encaminados al aprendizaje continuo y al servicio comunitario. Propicia en su entorno un acceso equitativo, un rigor académico, actividades educativas enriquecedoras, servicios de apoyo de calidad, que convergen en un egresado con un perfil de excelencia. La Universidad de Puerto Rico en Ponce promueve en todos sus quehaceres un ambiente democrático, solidario con la libertad académica, la excelencia, la integridad, el respeto, la tolerancia, la creación y la investigación.



INSTITUTIONAL GOALS

1. To develop professionals who possess the knowledge, skills, and dispositions necessary to contribute responsibly to their social, cultural, and environmental surroundings.
2. To offer and develop baccalaureate, associate, and transfer programs and other enriching educational experiences in response to the needs of society.
3. To cultivate knowledge through creative activities, research, and dissemination
4. To provide professional development opportunities to faculty and administrative personnel in order that they may contribute to the enhancement of institutional quality.

DEPARTMENT GOALS

1. To develop the basic skills in the four language arts (reading, writing, speaking, and listening)
2. To develop critical thinking skills
3. To create awareness on the importance of mastering English
7. To provide students with the mechanisms for self-learning
3. To create awareness on the importance of mastering English
4. To develop human appreciation and ethical values
5. To prepare students in transfer programs with the necessary courses to transfer to other local or foreign institutions
6. To provide a competent curriculum
2. To develop critical thinking skills
4. To develop human appreciation and ethical values
6. To provide a competent curriculum
7. To provide students with the mechanisms for self-learning
4. To develop human appreciation and ethical values

TENTATIVE SCHEDULE
INCO 3005

WEEK 1

1. Introduction to Course
2. Introduction to Business Communication
3. Diagnostic test
4. Introduction to writing

WEEK 2 & 3

1. Basic Writing Skills
 - a. Pre-Writing
 - b. Writing Process
 - c. Editing and Proofreading

WEEK 4

1. Introduction to Business Writing Chapter 1
2. The role of technology in business communication Chapter 1

WEEK 5

1. Types of business messages and uses Chapter 3
2. Informal reports (Written and Oral Presentation) guidelines
3. TEST #1

WEEK 6 & 7

1. Informal Reports (Continuation)
2. Indirect Messages Chapter 6
3. Negative Messages Chapter 7

WEEK 8 & 9

1. Persuasive Messages Chapter 8
2. Sales Messages Chapter 8

WEEK 10

1. Application and/or Cover letter

2. Resume
3. TEST # 2

WEEK 11 & 12

1. Job Interview
2. Mock Job Interview

WEEK 13

1. Mock Job Interview
2. Present Written Informal report

WEEK 14 & 15

1. Oral Presentation of Informal Report