UNIVERSITY OF PUERTO RICO
ARECIBO
ENGLISH DEPARTMENT

Syllabus for INCO 3005
First Semester 2007-2008

I. Course Title: Business Communication I

II. Course Code: INCO 3005

III. Contact Hours/Credits: 3 hours per week / 3 credits

IV. Prerequisites: Basic English or its equivalent

V. 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.

VI. Objectives:

Upon 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.

VII. Course Outline:

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

VIII. Instructional Strategies:

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

IX. Instructional Resources:

Among the instructional resources to be used for the class are:

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

X. Evaluation Strategies:

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%
	Total	**100%**

* **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: The specific needs of students sheltered under Law 51 will be taken into consideration.

XI. Basic Grading Scale

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

XII. Bibliography

Bovee, Courtland L., Barbara E. Schatzman, and John V. Thill. Business Communication Today. 7th ed. New Jersey: Prentice Hall, 2003.

Guffey, Mary Ellen. Essentials of Business Communication. 7th ed. Ohio: Thomson/ South-Western, 2007.

Guffey, Mary Ellen.The Guffey Companion Site. 2006. http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=0324313926&discipline_number=401. Retrieved on August 29, 2006.

Guffey, Mary Ellen. Business Communication: Process and Product. 4th ed. Ohio: Thomson/ South-Western, 2003.

Kramer, Melinda. Business Communication in Context. New Jersey: Prentice Hall, 2001.

Lesikar, Raymond V., John D. Petit, and Marie E. Flatley. Basic Business Communication. 8th ed. Boston: Irwin & McGraw-Hill, 1999.

Locker, Kitty O. Business and Administrative Communication. 5th ed., Boston: Irwin & McGraw-Hill, 2000

Ober, Scott. Contemporary Business Communication. 4th ed. Dallas: Houghton Mifflin, 2001.

Torres, Lucy M. Impedimentos Visuales: Naturaleza y Necesidades. San Juan: Isla Negra, 1998.

Torres, Lucy M. Movilidad: Necesidad Básica de Personas con Impedimentos. San Juan: Isla Negra, 1999.

XIII. LAW 51

Students that receive vocational rehabilitation services should get in contact with the professor at the beginning of the semester to make sure that all academic and technical needs are addressed in accordance with the "Oficina de Asuntos para Personas con Impedimento". Other students that require special accommodations should also notify the professor in charge.

Dr. Mateo Garcés/Revised 8/2007