Syllabus for INCO 4006

I. **Course Title:** Report Writing

II. **Course Code:** INCO 4006

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

IV. Prerequisites: Business English 3005-3006

V. Course Description: Report Writing (INCO.4006) provides training in fundamental techniques of Business Communication. Throughout the course, students will produce samples of dynamic and effective writing concerning business situations and problems. Special emphasis is given to the procedures concerning report writing, as well as the organization, objectivity, and will practice research techniques for the collection of primary and secondary data.

VI. Objectives:

    A. General:

    By the end of the semester, students will
      1. practice analyzing and writing business reports.
      2. acquire methods of collecting, organizing, and interpreting data to develop factual and objective reports.
      3. develop writing skills that will allow them to produce effective reports by using functional language, reader-friendly sentences and paragraphs and effective organizational techniques.

    B. Specific Performance Outcomes:

    After having studied the theoretical aspects of business report writing and put this theory into practice, the students will be able to:

      1. define and explain the concept of a business report
      2. differentiate between a formal and an informal report
      3. mention the importance, need , and use of reports in organizations
      4. state a clear problem statement
      5. define the concepts of scope, limits, and limitations
      6. define primary and secondary sources
      7. collect primary data
      8. collect secondary data from authoritative sources
      9. define the concept of random sampling
      10. state factors/ breakdown of the research question (PS)
      11. generate and submit a proposal with the required sections
      12. use a survey technique as discussed in class for the collection of primary data
      13. maintain and submit a portfolio of writing samples/tasks
      14. apply statistical procedures to the data gathered
      15. prepare visual communication aids for written report and oral
      16. prepare and submit an outline of the long formal report to be submitted.
      17. prepare a Reference page
      18. apply the APA bibliographical entry style to the reference page submitted
      19. prepare a transmittal letter

20. plan, prepare, and present an oral report based on the report topic
21. use computer software to generate material-text and visuals
22. develop and submit a short report(s) (Status / Progress Report)
23. state the subtopics/ factors of a problem statement
24. state the importance of using a computer in the preparation of reports
25. organize the parts of a long and formal report
26. use effective research techniques for the gathering of information resources
27. prepare an effective executive summary for a long report
28. write a long, formal, and analytical report following the criteria and standards established by the professor.

VII. Course Outline:

- Introduction to course   (1.5 hrs)
- Understanding the concept of Business reports   (3 hrs)
- The use of primary and secondary sources in preparing a report   (9 hrs)
- The use of statistical procedures to analyze data   (6 hrs)
- Writing the business proposal   (9.5 hrs)
- Preparing analytical report/writing   (6 hrs)
- The appropriate use of bibliographical entries   (3 hrs)
- Planning, preparing and presenting an oral report   (7 hrs)

Total 100 hours

VIII. Instructional Strategies:

Among the strategies to be used in class are:

- Lectures
- Collaborative writing activities
- Writing activities
- An individual oral presentation
- The use of the e-mail
- Use of the Blackboard Educational Platform

IX. Instructional Resources:

In addition to assigned textbook student will use library and multimedia resources, the internet, audiovisual material and any other additional material prepared by the professor.

X. Evaluation Strategies:

All grades will be given in numerical percentages

1. Partial Examinations (1)   15%
2. Proposal (1)   20%
3. Analytical Reports (1)   20%
4. Participation and Attendance   10%
5. Assignments   20%
6. Final Oral Presentation   15%

TOTAL   100%

*Changes to the above evaluation criteria may take place after consultation with students.

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

1. Kuiper, Shirley and Kohut, Gary F (2007) <u>Contemporary Business Report Writing</u>.3rd ed.,South-Western College Publishing.
2. Lesikar, Raymond and Pettit, J. (1998) <u>Report Writing for Business.</u> 10th ed.,Boston: Irwin
3. The American Management Association Review
4. The Harvard Business Review 1922
5. The Journal of Business Communication 1994-
6. The Sloan Management Review 1970-
7. Thrill, John   and Bovee, Courtland L.   (2007)   <u>Excellence in Business Communication</u>. 7th ed., Upper Saddle River, N.J. : Pearson Prentice Hall
8. Torres, Lucy M. 1998 <u>Impedimentos Visuales: Naturaleza y Necesidades</u>. San Juan: Isla Negra,
9. Torres, Lucy M. 1999 <u>Movilidad: Necesidad Básica de Personas con Impedimentos</u>. San Juan: Isla Negra,
10. Washington, D.C. : U.S. Dept. of Commerce, Economic and Statistics Administration, Bureau of the Census : For sale by Data User Services Division, Customer Services (Publications), Bureau of the Census : [Supt. of Docs., U.S. G.P.O., distributor], 1993- http://purl.access.gpo.gov/GPO/LPS3285

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.