

**UNIVERSITY OF PUERTO RICO
ARECIBO
ENGLISH DEPARTMENT**

INCO 3007 Syllabus

- I. COURSE TITLE:** Advanced Business Communication
- II. COURSE CODE:** INCO 3007
- III. CONTACT HOURS/CREDITS:** Four (4) credits
- IV. PREREQUISITES:** INGL 3102 or 3013 or 3012
- 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

VII. COURSE OUTLINE:

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------|------------|
| A. Introduction to the course and to business communication | (4 hrs) |
| B. Review of Basic Writing Skills | (6 hrs) |
| ▪ Pre-writing skills | |
| ▪ The writing process | |
| ▪ Editing and proofreading | |
| C. Brief introduction to Business Writing | (4 hrs) |
| D. Types of business correspondence and their uses | (6 hrs) |
| D. Indirect and Negative Messages | (6 hrs) |
| E. Persuasive and Sales Messages | (6 hrs) |
| F. The role of technology in business communication | (6 hrs) |
| G. Integrating communication in the successful pursuit of employment (the interview, the resume and the application/cover letter) | (10 hrs) |
| H. Introduction to the informal report and writing the Informal Report | (12.0 hrs) |

Total 60.0 hours

VIII. INSTRUCTIONAL STRATEGIES:

- A. The following strategies can be used to teach the course:
1. Lectures
 2. Collaborative activities
 3. Group and/or individual oral presentations
 4. Group and/or individual writings
 5. Guest speakers
 6. Portfolios
 7. Internet
 8. E-mail
 9. Library resources
 10. Others

IX. 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.

| | |
|------------------------------|-----|
| Partial Exams | 30% |
| Written Activities | 40% |
| Quizzes | 10% |
| Final Exam | 20% |

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% and lower | F |

XII. BIBLIOGRAPHY:

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

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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.

Lehman, Carol M., and Debbie D. Dufrene. Business Communication. 15th ed. Cincinnati: South Western, 2007.

Lesikar, Raymond V., John D. Petit, Jr., and Marie E. Flatley. Lesikar’s Basic Business Communication. 11th ed. Boston: McGraw-Hill/Irwin, 2006.

Locker, Kitty O. Business and Administrative Communication. 8th ed. Boston: McGraw-Hill, 2007.

Locker, Kitty O. and Donna S. Kienzler. Business and Administrative Communication. 8th ed., Boston: McGraw Hill/Irwin, 2007.

Locker, Kitty O. and Stephen Kyo Kaczmarek. Business Communication 4th ed. Boston: McGraw-Hill, 2008.

McMurrey, David A. Online Technical Writing: Online Textbook. (2004). Online: Internet. Available: <http://www.io.com/~hcexres/textbook/acctoc.html>

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Smith, Lyn and Pamela Mounter. Effective Internal Communication, 2nd ed., Philadelphia: Kogan Page, 2008.

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Wildes, Vivienne J. and Peter Nihey. Business Writing for Hospitality. New York: Prentice Hall, 2008.

<http://ezinearticles.com/index.php>

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http://www.hbsp.harvard.edu/hbsp/case_studies.jsp

XIII. LAW 51 (LEY DE INCLUSIÓN O INTEGRACIÓN)

The Student Advocate from the Office of Student Affairs at UPRA is responsible for sending the professors a written document with the names of the students who belong to the Rehabilitation Program and will be enrolled in their sections. In addition, suggestions as to how to aid these students in the course should be included. Furthermore, students who receive vocational rehabilitation or who are certified as physically or emotionally challenged should inform their professors during the first week of class to ensure that any special requirements are addressed.