Course Syllabus

I. Title: Business Communication I

II. Codification: INCO 3005

III. Number of Credits/Hours: 45

IV. Prerequisites: INGL 3102 or INGL 3104

V. Course description: This course is designed for students in the Business Administration and Office Systems Administration Programs to provide training in effective performance of business skills and concepts in English. Special attention is given to the logical, psychological and technological elements governing the process of writing business messages.

VI. Course Objectives:

After completing this course students will be able to:

1. Apply an awareness of the importance of effective communication in business.
2. Recognize the ever-increasing importance of technology and its role in the international business culture of today.
3. Describe the benefits of teamwork as a strategy in the workplace environment as well as it increasing popularity in business settings.
4. Identify and integrate the communication process, its importance and characteristics.
5. Discuss the role and importance of psychology in business communication.
6. Identify the positive and negative factors which affect communication.
7. Use newly acquired language and concepts correctly in written messages produced using the applicable technology.

VII. Course Content and Time Distribution:

The following business communication foundations will be emphasized.

- Communicating at work and in small groups 4 hrs
- Communication by listening and with nonverbal communication 6 hrs
- Communicating across cultures 4 hrs
- Organizing, Writing and revising business messages 16 hrs
- Revising business messages 4 hrs
- Using e-mail ethically and effectively 4 hrs.
The above content is divided between theoretical and practical (writing) components.

A. Theoretical Component  
   20 hours

B. Writing Component  
   18 hours

C. Evaluation component:  
   5.5 hours  
   1.5 hours - Entry Assessment Cycle:  
   Business Letter

Total = 45hrs

VIII. Teaching Strategies:

Class activities may include the discussion of theory of principles, processes, products, and practice of effective business communication, questions, lectures, exercises from the textbook, videos, practice of recent technological changes in the communication process, current events, transparencies, PowerPoint presentations, computer skills workshops and interpretation of experiences and responses.

IX. Learning Resources:

The professor will choose among the following resources in order to enhance the teaching and learning process.

a. Instructional videos.
b. Business news media and magazines.
c. Video projector.
d. Transparencies.
e. Computer laboratory.
f. Other resources as needed.

X. Evaluation:

a. Exams  
   20%
b. Quizzes  
   10%
c. Memorandums*  
   50%
d. Assignments  
   10%
e. Class work  
   10%

\[ \frac{20 + 10 + 50 + 10}{100} \]  
\[ = 100\% \]

*All memorandums must be prepared by computer.

XI. Grading System:

100-90  
   A
89-80  
   B
XII. Textbook

Lehman and Dufrene. (2009). Business Communication. 15e
Mason, Ohio: Thomson South-Western Publishing.

XIII. Bibliography

Course Text:


References:


*Classic; available at the Institutional Assessment Program.

Online Resources for students:


http://www.meguffey.com

http://webtutor.thomsonlearning.com

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Revised by. Artemio Peñalbert, May 2009