Course Syllabus

I. Title: Business Communication II

II. Codification: INCO 3006

III. Number of Credits/Hours: 45

IV. Prerequisites: INCO 3005

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 business communication principles to different types of business messages.
2. Improve their general usages of English as well as the mechanics of business writing in business communication situations.
3. Apply characteristics of effective communication in written and oral messages. (Format, mechanics, content, goodwill, tone, psychology, “YOU” view, bias-free language and active and vigorous speech.)
4. Apply the positive factors of communication theory and psychology to written messages.
5. Incorporate cultural factors into business messages.
6. Use newly acquired language and concepts correctly in written messages produced using applicable technology.
7. Select and write different types of business letters (routine and favorable responses, order for goods, simple claims and adjustments, unfavorable letters and persuasive letters) to effectively respond to the situation at hand.

VII. Course Content:

The following business communications foundations will be emphasized:

1. Successful human relations through effective communication.
2. Effective communication through the use of accurate grammar, spelling, punctuation, and letter format.
3. Types of actual business correspondence currently used in the business field.
4. Ideas, experiences, and knowledge to expand upon relevant course material.
5. Psychological elements in business letters.
6. Principles of appropriate tone, positive viewpoint, the “you attitude,” and analytical thinking in the development of business communications.

7. The use of common word processing software programs to create and produce letters using the appropriate business format.

The above content is divided between theoretical and practical (writing) components.

A. Theoretical Component 18 hours
B. Writing Component 20 hours
C. Analysis, Assessment & Evaluation 7 hours

Total 45 hours

VIII. Instructional Strategies:

Class activities will include the discussion of theory of psychology of business English correspondence, letters types, format and principles regarding the writing of business documents; lecture, videos, hands-on practice of recent technological changes on the communication process, transparencies and PowerPoint presentations, computer skill workshops, and interpreting experiences.

IX. Learning Resources:

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

   a. Computer laboratory
   b. Video projector
   c. Business newspapers and magazines
   d. Instructional videos
   e. Digital Projector

X. Evaluation

   a. Exams 20%
   b. Quizzes 10%
   c. Business Letters* 50%
   d. Assignments 10%
   e. Classwork 10%

   100%

* All letters must be prepared by computer.

XI. Grading System

   100-90 A
   89-80 B
   79-70 C
XII. Bibliography

Course Text:


References:


*Classic; available at the Institutional Assessment Program.

Online Resources for students:

www.thomsonedu.com/bcomm/lehman

http://www.meguffey.com

http://webtutor.thomsonlearning.com

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