COURSE SYLLABUS

I. Title: Business Report Writing

II. Codification: INCO 3027

III. Number of Credits/Hours: 2 CREDITS/30 HOURS PER SEMESTER

IV. Prerequisites: INCO 3006

V. Course description: Provides training in the fundamental techniques used in preparing business reports. Special emphasis is given to the processes of writing objectives, good organization, data reports and research methods. A short analytical report is required.

VI. Course Objectives:

After completing this course the student will be able to:

1. Develop an understanding of the theory and concepts of the communication process, as they particularly apply to business reports, while learning the forms and functions of such reports.

2. Develop writing skills in the different kinds of everyday communications that clerical and management employees might realistically be expected to produce, i.e. informational reports, progress reports and analytical reports in letter, memorandum or narrative formats.

3. Practice the logical, systematic and well-supported exposition of ideas during the process of writing business reports.

4. Develop research skills in the use of primary and/or secondary sources of data using techniques such as analysis, paraphrasing, synthesis and evaluation in order to produce an investigation of a business-related issue.
VII. Course Content and Time Distribution
1. Theoretical foundations of business reports and business report writing process 6.5 hours
2. Exam 1.5 hours
3. Informational report 4.0 hours
   a. Writing a short informational report based on primary data
   b. Use of the business report writing process to present data collected in an orderly and objective manner about the issue or topic under investigation
4. Marketing Research Project 18.0 hours
   a. Development of a problem statement
   b. Constructing a questionnaire
      o Surveying and analyzing primary data
      o Collecting and analyzing secondary data
      o Developing visual aids
   c. Writing an analytical report providing accurate and relevant data in an orderly and objective manner.
      o Implementing the business report writing process
      o Applying forms and functions for short analytical reports

VIII. Teaching Strategies
- Conferences and discussions
- Technology workshops and assistance: computer software for word processing and for designing visual aids
- Groupwork: conducting a supervised research project and drawing conclusions that are supported by the analysis of data
- Internet search: obtain secondary data in order to provide accurate information for investigation

IX. Learning Resources
- Computer laboratory
- In focus projector
- Transparencies
- Internet

X. Evaluation Strategies
- Exam 20%
- Two short business reports: informational and analytical 55%
- In-class research project activities 25%
- * Exit Assessment Cycle: business letter Total 100%
XI. Grading System

100-90%    A
89-80%     B
79-70%     C
69-60%     D
59-0%      F

XII. Bibliography

Textbook:


References:


Internet sites:

Journal of Statistics Education
   http://www.amstat.org/publicatons/jse/information.html

Public Opinion Quarterly
   http://www.poq.oupjournals.org/

The Survey Center
   http://www.thesurveycenter.com

University of Puerto Rico at Humacao, Balaguer Domínguez, Giovanna P.
   http://cuhwww.upr.clu.edu/~gbalague/

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Revised by: Dr. Giovanna Balaguer, November 2008

Revised by: Prof. Artemio Peñalbert, May 2009