

**UNIVERSITY OF PUERTO RICO - AGUADILLA  
DEPARTMENT OF ENGLISH**

**COURSE SYLLABUS**

Professor Jennifer Gómez                      Office: B05                      Office Hours: LWV 9:00-10:30

**COURSE TITLE** : Business Communication I

**COURSE CODE** : INCO - 3005

**COURSE SECTION AND HOUR** : **L81 8:00-8:50, L11 1:00-1:50, M91 9:00-10:20**

**NUMBER OF CREDITS** : 3

**NUMBER OF CONTACT HOURS** : 3 (45 hours per semester)

**PRE/CO-REQUISITES** : INGL 3102 or INGL 3104

**SEMESTER AND ACADEMIC YEAR** : First Semester 2009-2010

**COURSE DESCRIPTION:**

Course designed for students in the business administration and transfer students from the Department of Office Systems. Provides training in effective written business communication in English. Special attention is given to the logical and psychological processes governing the process of writing business letters.

**GOALS OF THE COURSE:**

Upon completion of the course, the student will:

1. Understand the fundamentals of business communication skills and the impact of communication psychology, human relations, and the technology on those skills.
2. Apply clear thinking in analyzing business communication situations.
3. Communicate more effectively by applying the basic principles of written communication in business.
4. Know and apply methods and techniques for research and the collection of information using the library.

**OBJECTIVES OF THE COURSE:**

Upon completion of the course the student will:

1. Identify the kinds and levels of communication skills needed for success in his/her personal life, personal-business activities, and chosen career.
2. Understand the impact that communication technology has made and will further make on all his/her roles as a communicator.
3. Understand the principles of human behavior and apply them to communication psychology.
4. Improve his/her reading comprehension.
5. Use reference books such as a dictionary, a thesaurus, and a word division manual to increase his/her knowledge of words.
6. Use commonly confused words in sentences to show he/she understands their different meanings and spelling.
7. Construct complete sentences that will describe his/her ideas fully and join them into effective paragraphs.
8. Write clear messages by using the appropriate punctuation marks.

**COURSE CONTENT AND DISTRIBUTION OF TIME:****Chapter****Topics**

Book: BCOM – 2009-2010 editions

A. Introduction

**Unit I - Communication Foundations and Analysis****1                    Establishing a Framework for Business Communication                    (8hrs.)**

- The Purpose of Business Communication
- The Communication Process
  - Encoding the Message
  - Channel Selection and Message Transmission
  - Causes of Interference
  - Decoding the Message
  - Giving Feedback
- Communicating Within Organizations
  - Levels of Communication
  - Communication Flow in Organizations
- External Influences on Business Communication
  - Legal and Ethical Constraints
  - Diversity Challenges
  - Team Environment
  - Changing Technology

**2                    Focusing on Interpersonal Communication                    (8hrs.)**

- Foundations
  - Communication and the Self
  - Impression Management
- Communication Styles or Modes
- Interpersonal Influence
- Nonverbal Communication
  - Metacommunication
  - Kinesic Messages
  - Understanding Nonverbal Messages
- Listening as a Communication Skill
  - Listening for a Specific Purpose
  - Poor Listening Habits
  - Suggestions for Effective Listening

**3                    Focusing on Group Communication                    (8hrs.)**

- Increasing Focus on Groups
  - Flat Organizational Structures
  - Heightened Focus on Cooperation
- Characteristics of Effective Groups
  - Common Goals
  - Role Perception
  - Longevity
  - Size
  - Status

- Group Norms
- Leadership
- Group Roles
- From Groups to Teams
- Group Decision-Making
- Group Conflict
  - Personal Conflict
  - Substantive Conflict
  - Procedural Conflict
  - Competitive versus Cooperative Orientation
  - Social Dilemmas
  - Conflict Resolution
  - Groupthink
- Meeting Management
  - Face-to-Face Meetings
  - Electronic Meetings
  - Suggestions for Effective Meetings

### **Grammar / Mechanics Handbook (pages 3-46)**

Note:

Exercises are systematically integrated to improve control of grammar and mechanics of writing.

## **4 Planning Written and Spoken Messages (9 hrs.)**

- Writing – A Ticket to Work
- Step 1: Determining the Purpose and Type of Message
  - Communicating to Inform
  - Communicating to Persuade
  - Communicating to Establish Credibility
  - Communicating to Convey Goodwill
- Step 2: Envision the Audience
  - Position in or Relation to the Organization
  - Generational Differences
  - Personality Differences
- Step 3: Consider the Context
- Step 4: Choose a Channel and Medium
  - Richness vs. Leanness
  - Need for Interpretation
  - Speed of establishing Contact
  - Time Required for Feedback
  - Cost
  - Amount of Information Conveyed
  - Need for a Permanent Record
  - Control Over the Message
- Step 5: Adapt the Message to the Audience
- Step 6: Organize the Message
  - Outline to Benefit the Sender and the Receiver
  - Sequence Ideas to Achieve Desired Goals
- Step 7: Prepare the First Draft

### **Unit I – Communication Through Electronic, Voice, and Written Messages**

## **5 Communicating Electronically (9 hrs.)**

- Appropriate Use of Technology
  - Determine the Purpose of the Message
  - Determine Whether the Information is Personal or Confidential
  - Decide Whether Positive Human Relations are Sacrificed

- Electronic Mail Communication
  - Advantages of Email
  - Guidelines for Preparing Email Messages
  - Effective Use of Email
  - Instant Messaging
  - Email and the Law
- Web Page Communication
  - Writing for a Website
  - Writing for Weblogs
- Voice and Wireless Communication
  - Voice Mail Communication
  - Cell Phone Communication
  - Wireless Communication and the Future

**6                    Preparing Good – and Neutral – News Messages                    (6 hrs.)**

- Choosing the Channel or Medium
- The Deductive Organizational Approach
- Good-News Messages
  - Positive news
  - Thank-You and Appreciation Messages
- Routine Claims
  - Claim Message
  - Favorable Response to a Claim Message
- Routine Requests
  - Routine Request
  - Favorable Response to a Routine Request
  - Favorable response to a Favor Request
  - Form Letters for Routine Responses
- Routine Messages About Orders and Credit
  - Acknowledging Customer Orders
  - Providing Credit Information
  - Extending Credit
- Procedural Messages

**Use:**

**B .        Communication Technologies  
            Collaboration Technologies**

**C.        Discuss the novel: The One Minute Manager by                    (5 hrs.)  
            Kenneth Blanchard and Spence Johnson**

**D.        Final Examination - date assigned by the Registrar's Office. To be informed if  
            otherwise occurs.**

**Note:** Further instructional materials such as manuals, modules, and/or study guides may be added to enrich and assist learning activities. Portions of this syllabus are subject to modification by professors.

**INSTRUCTIONAL STRATEGIES:**

- Cooperative Learning
- Pair and Group Work
- Panel Presentations
- Conference / Workshops
- Oral Discussions
- Oral and Written Reports
- Library Internet Research

- Writing Tasks
- Computer Work

**TEXTBOOKS:**

Blanchard, Kenneth and Spencer Johnson. The One Minute Manager. (1982) Blanchard and Candle Communications Corporation.

Cambridge Dictionary of American English. (2009). Cambridge University Press. **Or**  
Collins Dictionary of American English (2009). Cengage Publishers.

Lehman, Carol, and Debbie DuFrene. BCOM. (2009). Cengage Publishers.

**You may Reference:**

Guffey, Mary Ellen. (2007-09). Essentials of Business Communication. (Seventh or Eight Editions). South-Western College Publishing.

**CERTIFICATION #10**

“Evaluación diferenciada a estudiantes con impedimento”. “La evaluación responderá a la necesidad particular del estudiante.”

**EVALUATION STRATEGIES:**

The students will be evaluated on the following aspects of their performance:

|    |   |      |
|----|---|------|
| 1. | Assignments (100 pts.)  | 16%  |
| 2. | Quizzes (100 pts.)  | 16%  |
| 3. | Oral Reports (200 pts.)   | 34%  |
| 4. | Class participation, punctuality and attendance<br>(oral/written class activities) and textbooks (100 pts.) | 17%  |
| 5. | Final Examination (100 pts.)  | 17%  |
|    | Total:  | 100% |

- Note:**
1. All written documents must be done on the computer.
  2. Differed evaluation for students with special needs under Law 51.

**GRADING SYSTEM:**

|               |          |   |
|---------------|----------|---|
| <b>Curve:</b> | 90 - 100 | A |
|               | 80 - 89  | B |
|               | 70 - 79  | C |
|               | 60 - 69  | D |
|               | 59 - 0   | F |

**BIBLIOGRAPHY:**

Borré, Courtland L., John V. Thill, and Barbara E. Schatzman. (2003). Business Communication Today. 7<sup>th</sup> ed. New Jersey: Prentice Hall.

Cambridge Dictionary of American Idioms. (2003). New York: Cambridge University Press.

Guffey, Mary Ellen. (2000). Business Communication: Process and Product. Cincinnati: South-Western College Publishing.

Jaderston, Susan and Joanne M. Miller. (2000). Business English at Work. New York: Glencoe / McGraw Hill.

Means, Thomas L. (2001). Communication for the Workplace. Ohio: Southwestern Educational Publishing.

Nelson, Debra L., and James Quick. (2003). Organizational Behavior. 4<sup>th</sup> ed. Thomson Publishing, Inc.

- Ober, Scot. (2001). Contemporary Business Communication. 4<sup>th</sup> ed. Boston: Houghton Mifflin Company.
- O'Hara, H. Dan, James S. O'rourke IV, and Mary John O'Hara. (2001). Business Communication: A framework for Success. South-Western College Publishing.
- Satterwhite, Marilyn L. and Judith Olson-Sutton. (2001). Business Communications at Work. New York: Glencoe McGraw Hill.
- Young, Dona J. (2006). Foundations of Business Communication: An integrative Approach. McGraw-Hill/Irwin.

### **Suggested Web-Sites**

- Business Communication Main Article Menu  
<http://hodu.com/business-communication-menu.html>
- Creating Positive Professional Image  
<http://h~bswk.hbs.edu/>
- Developing Your Professional Image  
<http://www.nutribase.com/proimage.shtml>
- Improve Your Communication Skills  
<http://www.inc.com/guides/growth/23032.html>  
  
<http://guffey.sw/earning.com>
- Info Trac:  
<http://www.infotrac-college.com>
- Writer's Resource Center  
<http://www.poewar.com>
- Writing Tips From Techwriters.com  
[http://www.techwriters.com/placement/do\\_and\\_don't.asp](http://www.techwriters.com/placement/do_and_don't.asp).

### **Newsletters**

- <http://Guffey.sw/earning.com/newsletter>

Note: The Professor may reference other sites not included on the list during the semester.

**Prepared and Revised. August 2009 by Jennifer Gómez**

**ADDENDUM TO SYLLABUS****COURSE POLICIES:****Attendance**

1. Attendance is essential and required. When circumstances prevent you from attending a class, it is your responsibility to notify the professor, preferably prior to the absence, but you are still responsible for all assignments and material introduced, discussed, or assigned, even if you are justifiably absent.
2. You will receive a **zero** for any work missed during an unexcused absence. If the professor gives you a second opportunity, it is your responsibility to turn in missed work in a timely manner.
3. If a quiz or test is discussed while you are absent, make an appointment to go over it with your professor in his/her office.
4. Make sure you do whatever needed before coming to class, as not to interrupt the class.
5. Turn off beepers and cellular phones while in class.
6. Foul language is not allowed.

**Homework**

7. You are expected to have assignments completed before the class begins.
8. All written work is to be done in black ink on computer.
9. Hand in written work on time, in class, and in person. It is up to the professor to accept papers late or penalize you for lack of punctuality.
10. Even when allowed to leave papers in the professors' boxes, no one is responsible for any lost papers.

**Quizzes**

11. Quizzes may be taken only at the scheduled times. No make-ups will be given.
12. Quizzes relating to homework, assigned readings, and class activities will be announced.

**Exams**

13. There will be two in-class partial exams and a final exam. You will receive an F for missed partial exams except in the case of ONE legitimate and documented excused absence such as serious illness or death of immediate family. Subsequent absences during partial exams will receive a Q even if a valid excuse is provided.

**Cheating**

14. A cheater not only raises his or her score but lowers everyone else's scores. Therefore, cheating in any form is not tolerated. Anyone caught cheating will automatically fail the course, regardless of previous exam results. Cheating cases will also be presented to the administration for further disciplinary action, which means you may also be dropped from the university.  
Don't cheat — It's not worth it!  
Note: Plagiarism is illegal and is not allowed to any extent in the class. Documental plagiarism may result in an "F" for the project and possibly for the entire class.

**Semester Evaluation**

15. If the course criteria cannot be met (material not covered, number of exams not given, and so forth) for causes outside the control of the professor, the syllabus can be changed by mutual agreement.