

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

COURSE SYLLABUS

COURSE TITLE	:	Business Communication II
COURSE CODE	:	INCO 3006
COURSE SECTION AND HOUR	:	
NUMBER OF CREDITS	:	3
NUMBER OF CONTACT HOURS	:	3
PRE/CO-REQUISITES	:	INCO 3005
SEMESTER AND ACADEMIC YEAR	:	Second Semester 2005-2006

COURSE DESCRIPTION:

Course designed for students in business administration and transfer students from the Department of Office Systems. Students are given training in the correct form of writing and communicating in business. Special attention is given to achieving effective communication in business and understanding the logical processes that involve the writing of a business letter.

GOALS OF THE COURSE:

Upon completion of the course the students will:

1. understand and apply the principles of effective communication behavior.
2. apply clear thinking in analyzing business communication situations.
3. understand the impact that communication technology has made and will further make in modern offices.
4. communicate more effectively by applying the basic principles of written communication in business.
5. know and apply methods and techniques for research and the collection of information using the library.
6. maintain good human relations through effective communication.

OBJECTIVES OF THE COURSE:

Upon completion of the course the students will:

1. place letter parts appropriately, classify kinds of business letters, and plan and dictate business letters.
2. write routine letters that request, transmit, acknowledge, or respond.
3. write effective claim and fair adjustment letters.
4. improve his/her reading comprehension.
5. use computer technology to develop their written messages.
6. state his/her qualifications for employment in a complete, attractive résumé.
7. complete employment application forms accurately and thoroughly.
8. organize and write effective letters of application.
9. prepare himself/herself for a successful interview for getting a job.

TENTATIVE COURSE CONTENT AND DISTRIBUTION OF TIME:

Chapter	Topic	
	A. Essentials of Business Communication – Sixth Edition	(13 hrs.)
	Grammar / Mechanics Handbook (pages 435-485) Review the parts of speech, sentence structure, and sentence mechanics. (Chapters 5, 6, 7, 8, 9, 12, 13 & 14)	
	Note: Exercises are systematically integrated to improve control of grammar and mechanics of writing.	
	<ol style="list-style-type: none"> 1. Grammar / Mechanics Checkup 2. Advanced Grammar / Mechanics Review 3. Grammar / Mechanics Challenge 4. Writing Improvement Exercises 	
	B. Unit III Corresponding at Work	
5	Memorandums and E-Mail	
	<ul style="list-style-type: none"> • The Importance of Internal Communication • Characteristics of Successful E-Mail Messages and Memos • Writing Process • Using E-Mail Safely and Effectively • Developing a Writing Plan for E-Mail and Memos Messages • E-Mails and Memos that Relate Information, Procedures, and Instructions • E-Mails and Memos that Make Requests • E-Mails and Memos that Respond • Critical Thinking and Chapter Review • Writing Improvement Exercises • Writing Improvement Cases • Activities and Cases • Grammar / Mechanic Checkup and Challenges 	
6	Routine Letters and Goodwill Messages	(13 hrs.)
	<ul style="list-style-type: none"> • Writing Everyday Business Letters • Information and Action Requests • Order Requests • Simple Claim Request • Information Response Letter • Customer Order Response • Customer Claim Response • Letter of Recommendation • Writing Winning Goodwill Messages • Critical Thinking and Chapter Review • Writing Improvement Exercises • Writing Improvement Cases • Activities and Cases • Grammar / Mechanics Checkup and Challenge 	
7	Persuasion Messages	
	<ul style="list-style-type: none"> • Persuasive Requests • Sales Letters • Critical Thinking and Chapter Review • Writing Improvement Exercises • Writing Improvement Cases 	

- Activities and Cases
- Grammar / Mechanics Checkup and Challenge

8 Negative Messages (14 hrs.)

- Strategies for Breaking Bad News
- Resolving Business Problems
- Using the Indirect Pattern to Prepare the Reader
- Refusing Requests
- Refusing Claims
- Announcing Bad News to Customers and Employees
- When to Use the Direct Pattern
- Ethics and the Indirect Strategy
- Critical Thinking and Chapter Review
- Writing Improvement Exercises
- Writing Improvement Cases
- Activities and Cases
- Grammar / Mechanics Checkup and Challenge

Easter Recess

April 10-15

Unit V Communicating for Employment

13 The Job Search, Résumés, and Cover Letters

- Preparing for Employment
- The Persuasive Résumé
- The Persuasive Job Application Letter
- Critical Thinking and Chapter Review
- Activities and Cases
- Grammar / Mechanics Checkup and Challenge

14 Employment Interviewing and Follow-Up Messages

- Succeeding in Various Kinds of Employment Interview
- Investigating the Target
- Preparing and Practicing
- Sending Positive Nonverbal Messages
- Fighting Fear
- Answering Questions
- All-Time Favorite Questions With Selected Answers
- Closing the Interview
- Follow-Up Letters and Other Employment Documents
- Critical Thinking and Chapter Review
- Activities and Cases
- Grammar / Mechanics Checkup and Challenge

C. Language Learning Media Center

- Use Communication Technology (The Computer)

D. Discuss the novel: (5 hrs.)

**Putting the One Minute Manager
to Work by Kenneth Blanchard and Robert Lober**

E. Final Examination: Date assigned by the Registrar's Office.

Note: Instructional materials such as manuals, modules, and/or study guides may be added to enrich and assist learning activities.

INSTRUCTIONAL STRATEGIES:

- Cooperative Learning
- Small Group Work
- Conference / Workshop
- Oral Discussion
- Oral and Written Reports
- Computer and Library Internet Research
- Writing Tasks
- Reflections / Reactions
- Computer Work

TEXTBOOKS

:

Guffey, Mary Ellen. (2004). Essentials of business communication. (Sixth Edition). South-Western College Publishing.

Blanchard, Kenneth and Lober, Robert. Putting the one minute manager to work. Berkley Publishing Group.

The Newbury House Dictionary of American English. (1999). Heinle and Heinle Publishers.

Or

Cambridge Dictionary of American English. (2000). Cambridge University Press.

EVALUATION STRATEGIES:

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

1. Class participation, punctuality and attendance – includes oral/written class activities and textbook use (100 pts.)
2. Assignments – (100 pts.)
3. Quizzes – (100 pts.)
4. Partial examinations – (200 pts.)
5. Letters – (100 pts.)
6. Job Seeker's Portfolio: Advertisement, Application Form, Résumé, Interviews – (100 pts.)
7. Reaction paper – (100 pts.)
8. Final Examination – (100 pts.)
9. Group Project Presentations – (100 pts.)

Note: All written documents must be done on the computer.

GRADING SYSTEM:

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

LAW 51: (ADA)

Reasonable accommodation will be made for students who receive services from vocational rehabilitation. If you need to be accommodated, please notify the professor privately at the beginning of the semester.

BIBLIOGRAPHY:

- Boone, Luis E., David I. Kurtz, and Judy R. Block. (1997). Contemporary business communication. (2nd. Edition). Prentice-Hall, Inc. Simon and Schuster Company.
- Covey, Stephen R. (1994). Daily reflections for highly effective people. New York: Simon and Schuster
- Covey, Stephen R. (1989). The seven habits of highly effective people. New York: Simon and Schuster Inc.
- Ellison, Pat Taylor and Robert E. Barry. (2000). Business for the 21st century. (2nd. Edition). New Jersey: Prentice-Hall, Inc.
- Jaderston, Susan and Joanne M. Miller. (2000). Business English at work. New York: Glencoe/McGraw Hill.
- Jones, Laurie Beth. (1996). The path: Creating your mission statement for work and for life. New York: Hyperion.
- Murphy, Herta A. and Hildebrandt. (1991). Effective business communications. New York: McGraw-Hill, Inc.
- Ober, Scot. (2001). Contemporary business communication. Fourth edition. New York: Houghton Mifflin Company.
- O'Hare, H. Dan, James S. O'Rourke, IV, and Mary John O'Hare. (2001). Business communication: A framework for success. Ohio: South-Western College Publishing.
- Pooser, Doris. (2005). A woman's guide to success: Perfecting your professional image. Boston, M.A.: Thomson Course Technology PTR.
- Sattenwhite, Marilyn L. and Judith Olson-Sutton. (2001). Business communication at work. New York: Glencoe/McGraw Hill.
- Roget's. The New Thesaurus.

Rev.: January 2006

ADDENDUM**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.
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 unless there is a real emergency situation and you have already notified the professor about it.

Homework

6. You are expected to have assignments completed before the class begins.
7. All written work is to be done in black ink on the computer, double-space, and #12 font.
8. 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.
9. Even when allowed to leave papers in the professors' boxes, the professor is not responsible for any lost papers.

Quizzes

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

Exams

12. There will be three 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

13. A cheater not only raises his or her score but lowers everyone else 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 a "F" for the project and possibly for the entire class.

Semester Evaluation

14. If the course criteria cannot be met (material not covered, member of exams not given, etc.) for causes outside the control of the professor, the syllabus can be changed by mutual agreement.