SYLLABUS FOR BUSINESS ENGLISH 3005

I. GENERAL INFORMATION:

COURSE TITLE: Business English 3005 – Business Communication I
COURSE CODE: INCO 3005
CONTACT HOURS: Three contact hours per week – 45 contact hours per semester
CREDITS: Three
REQUISITES: English 3101 and 3102 or Intermediate English 3103 – 3104 or have a grade of 3 to 5 on the Advanced Placement Test during High School.
PROFESSOR: ____________________________________________
OFFICE HOURS: ____________________________________________
E-MAIL: ____________________________________________

II. COURSE DESCRIPTION:

Course designed for students in Business Administration and Secretarial Sciences. 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 process that involves the writing of a business letter.

III. OBJECTIVES:

After continued practice on the application of business concepts and strategies learned to effective communication, students will:

1. Communicate effectively in business in both oral and written form.
2. React to everyday life situations as they become aware of the importance of clear thinking in their lives and business communication concepts.
3. Describe the communication process; its barriers and benefits.
4. Describe team development, team and group roles, dealing with conflict, and methods for reaching decisions.
5. Develop awareness of ethical and ethnical communication concepts.
6. Understand and demonstrate cultural sensitivity to world issues, laws, and cultures.
7. Define and employ the phases in the writing process.
8. Analyze, write, and edit business letters.
9. Contrast formal and informal methods for researching data and generating ideas.
10. Analyze messages to determine their efficiency.
11. Appraise and argue cultural differences.

IV. TENTATIVE SCHEDULE OF WORK:

**COURSE INTRODUCTION ACTIVITIES**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting acquainted</td>
<td>1 hour</td>
</tr>
<tr>
<td>Syllabus Discussion</td>
<td>1 hour</td>
</tr>
<tr>
<td>Course Introduction</td>
<td>1 hour</td>
</tr>
</tbody>
</table>

**BUILDING EFFECTIVE COMMUNICATION FOUNDATIONS**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishing a Framework for Business Communication</td>
<td>6 hours</td>
</tr>
<tr>
<td>Focusing on Interpersonal and Group Communication</td>
<td>6 hours</td>
</tr>
<tr>
<td>Test</td>
<td>1 ½ hours</td>
</tr>
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**COMMUNICATION ANALYSIS**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Spoken and Written Messages</td>
<td>6 hours</td>
</tr>
<tr>
<td>Preparing Written Messages</td>
<td>6 hours</td>
</tr>
<tr>
<td>Test</td>
<td>1 ½ hours</td>
</tr>
</tbody>
</table>

**Communicating through Voice, Electronic, and Written Messages**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Communicating Electronically</td>
<td>4 ½ hours</td>
</tr>
<tr>
<td>Delivering Good – and Neutral – News Messages</td>
<td>4 ½ hours</td>
</tr>
<tr>
<td>Group / Individual Presentations</td>
<td>6 hours</td>
</tr>
</tbody>
</table>

**TOTAL:** 45 CONTACT HOURS

*This schedule is subject to changes based on class needs. Grammar mini lessons will be taught to fit students’ needs. Exam dates will be announced in advance.*

I. INSTRUCTIONAL STRATEGIES:

The professor will use an eclectic approach in the teaching of the concepts for this course. These experiences may include but not be limited to the following: presentations, conferences, dialogues, oral and written reports, group work, cooperative and collaborative tasks, workshops, and discussion groups among others.
LIBRARY INSTRUCTION: All students are required to visit the library regularly to seek for information related to the various topics discussed in class. The professor may coordinate library workshops to help students learn and use these tools accurately. These searches will include, but not be limited to books, magazines, periodicals, journals, Internet, videos, and movies among others. Moreover, students will contact the librarian to learn different search techniques and databases available for preparing class reports.

V. LEARNING RESOURCES

Students will be impacted with the use of technology and its software in the presentation of the concepts throughout the course. These will also serve as examples in the preparation of students’ oral and written reports. Other teaching – learning devices will be encouraged, such as: TV, VCR, DVD, tablets, transparencies, Internet, and Power Point Presentations among others.

VI. EVALUATION STRATEGIES

<table>
<thead>
<tr>
<th>1/3</th>
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<tbody>
<tr>
<td>✓ Tests – 2 or 3 partials and/or a Mid-term</td>
<td>✓ Quizzes</td>
<td>✓ Final formal written and oral report. ✓ Final Test</td>
</tr>
<tr>
<td>✓ Class Attendance</td>
<td>✓ Informal Oral Reports</td>
<td>✓ Letters and Memos</td>
</tr>
<tr>
<td>✓ Homework</td>
<td>✓ Special Tasks</td>
<td>✓ Assessment Techniques: Rubrics</td>
</tr>
<tr>
<td>✓ Informal Oral Reports</td>
<td>✓ Others</td>
<td></td>
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</tbody>
</table>

VIII. GRADING SYSTEM:

100 – 90 = A  
89 – 80 = B  
79 – 70 = C  
69 – 60 = D  
59 – 0 = F

IX. NORMS OF THE COURSE

1. Attendance to Class is Compulsory. Punctuality to class is extremely important. Avoid late arrivals as well as need for leaving early, you will be marked absent for the time you are not in. Students with three (3) or more non-excused absences constitute a loose that seriously interferes with academic achievements as well as the exposition and discussion of themes in class. Therefore, three or more non-excused absences could lead to a reduction of a student’s final grade. (Absences in courses that meet for 1 ½
hours = 1 ½ absences; you have one absence for every hour of class.) Avoid interrupting the teaching-learning process.

2. **Students’ with special needs and or participants of programs such as “Law 51”, vocational rehabilitation, special education or other similar programs should inform your professor for necessary arrangements. Students with conditions that may require them to leave the class momentarily should inform the professor.**

3. **Please keep your cell phones turned off or noiseless. Avoid embarrassment!** You are not excused from class to attend personal phone calls. Texting is **prohibited** during the class, as well as surfing the net, recording, video clipping or taking pictures; unless otherwise requested. You are not authorized to post pictures of the class, colleagues, professors, or other individuals on social networks without previous authorization; doing so could lead into legal actions.

4. It is absolutely prohibited to invite family, friends or other people who are not officially registered in the course or duly authorized by institutional officials. You are not authorized to bring pets unless these are trained (as guides for the blind or other) and authorized by the institutional officials.

5. **YOU MUST PURCHASE THE REQUIRED TEXTS AND BRING THEM TO CLASS.** Remember that photocopying a book with the intention of not buying it, is a **Federal crime and will not be sponsored, under any excuse or pretense, in this course.**

6. Student behavior in the classroom must be in accordance to the norms stated in the **General Norms of Students of the University of Puerto Rico.** It is all students’ responsibility to read these norms, especially those that are related to behavior and conduct within the premises of the University. **All individuals are to be treated with respect.**

7. Students are required to take care of Institutional property; and he/she will assume entire responsibility for his/her actions in not doing so.

X. **BIBLIOGRAPHY:**

Some of the following references are older than five years, but have been kept because they provide some valuable insights that are beneficial for this course.

**TEXTS:**

REFERENCES:


ON-LINE SOURCES:

Http://www.meguffey.com
http://www.cengage.com/4ltrpress
Http://www.wired-resumes.com
Http://www.westwords.com/guffey/students.html
Http://www.word-reference.com
Http://www.mhhe.com/bcw3
http://uprutuadobib.info

En H. Wilson:
http://vnweb.hwwilsonweb.com

— Children’s Catalog
- Children’s Catalog Archives
- Current Biography Illustrated
- Essay & General Literature
- Readers Guide
- Readers Guide Retro

En Ebsco: [http://web.ebscohost.com](http://web.ebscohost.com)

- Communication & Mass Media
- Fuente Académica
- Master File Premier
- Newspaper Source

En Thomson & Gale: [http://www.galeiberoamerica.com/upr](http://www.galeiberoamerica.com/upr)

- Literature Resource Center
- MLA Directory of Periodicals Search
- Gale Virtual Reference Library
- Informe Académico

En Proquest: [http://proquest.umi.com](http://proquest.umi.com)

- Dissertations and Theses
- Research Library
- Research Library Core


Revised and Approved by:

The English Curriculum Committee – August 2014