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Senado Académico
Secretaría

CERTIFICACIÓN NÚM. 85-2015-2016

Yo, Arnaldo Rodríguez Rivera, secretario ejecutivo del Senado Académico de la Universidad de Puerto Rico en Bayamón, **CERTIFICO QUE**:

El Senado Académico, en reunión ordinaria celebrada el 19 de mayo de 2016, aprobó el curso *INCO 3004 – Introduction to Writing Business English Documents* sometido por el Departamento de Inglés.

Y PARA QUE ASÍ CONSTE, expido la presente certificación en Bayamón, Puerto Rico, hoy 24 de mayo de 2016.

Arnaldo Rodríguez Rivera
Secretario Ejecutivo

Vo.Bo. Margarita Fernández Zayala
Rectora

UNIVERSITY OF PUERTO RICO AT BAYAMON
170 Rd. 174, Minillas Industrial Park
Bayamón, Puerto Rico 00959-1919

ENGLISH DEPARTMENT

SYLLABUS

COURSE TITLE: Introduction to Writing Business English Documents

CODIFICATION: INCO 3004

CREDITS: Two (2) credits

REQUISITE: INGL 3102, INGL 3104 or INGL 3012

CONTACT HOURS: Three (3) contact hours per week for 15 weeks.

COURSE DESCRIPTION: This course provides an overview in writing effective business English documents. It presents the writing principles, document design and format, correct grammatical forms and structure, mechanics and punctuation in business-related documents.

TEXTBOOK: Carter, C. (2012). Keys to Business Communication: Success in College, Career & Life. New Jersey: Pearson Prentice Hall.

General Objectives: Upon completion of the course, and with a high percentage of effectiveness, students will:

1. apply the fundamentals of effective communication in workplace documents.
2. apply clear critical thinking skills in analyzing business communication situations and documents.
3. use appropriate English skills, grammar, mechanics, and punctuation for effective communication.
4. communicate more effectively in writing business documents by applying the deductive and inductive approaches.
5. communicate more effectively in writing business documents by applying the basic principles of effective written communication.
6. organize and write basic business messages (email and memos).
7. revise business messages.

Specific objectives: After covering the topics indicated above, the students will:

1. use non-discriminatory language regarding gender, race, ethnic background, among others
2. apply the basic writing principles by:
   a) choosing the right words
   b) writing effective and concise sentences

c) writing with vigor
d) producing logical and coherent paragraphs
e) using correct mechanics grammar, and punctuation.
f) preferring positive language
g) using parallel structure

3. follow the stages in the writing process to develop written correspondence, traditional correspondence and emails.
4. write routine documents: routine requests, claim letters, adjustment letters, and goodwill messages.
5. apply the established formats for letters and memos using the computer.
6. discuss and write memos and letters using the deductive approach.
7. apply the direct approach in routine correspondence.
8. compose direct messages that make requests and respond to inquiries.
9. prepare messages that make direct claims.
10. apply the components of effective negative messages.
11. explain and apply techniques for refusing typical requests, handling bad news with customers and delivering bad news within organizations.

Instructional Strategies

The following strategies can be used to teach the course:

1. Lectures
2. Collaborative activities
3. Group or individual oral presentations
4. Group or individual writings
5. Portfolios
6. Handouts
7. Internet
8. Email
9. Library resources
10. Writing Workshops
11. Peer –editing
12. Case studies

Resources: Reference textbooks
Tape player/recorder
Smartboard
TV/DVD
Overhead projector
Laptops/computers/ipads

Internet-Assisted Options

e-mail
newsgroups and web forums
Moodle

Student Evaluation	**:**	Partial Exams	15%
		Quizzes Homework Classwork	15%
		Business documents (rough drafts and typed final drafts)	50%
		*Final Evaluation	20%
			100%

*****Will vary according to professor's discretion. It may include: portfolios, oral or written final exam, among others.

Reasonable Accommodation

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Office of Disability Services, located on the first floor of the Students Center, next to the cafeteria, to discuss your specific needs and provide written documentation. At the request of the student, the Office of Disability Services will prepare a letter individualized for each professor. This letter certifies that the student has a disability and provides reasonable accommodations required by the student to obtain an adequate academic achievement. If you are not yet registered as a student with a disability, please contact the Office of Disability Services.

Academic Integrity

The University of Puerto Rico promotes the highest standards of academic and scientific integrity. Article 6.2 of the UPR Students General Bylaws (Board of Trustees Certification 13, 2009-2010) states that academic dishonesty includes, but is not limited to: fraudulent actions; obtaining grades or academic degrees by false or fraudulent simulations; copying the whole or part of the academic work of another person; plagiarizing totally or partially the work of another person; copying all or part of another person answers to the questions of an oral or written exam by taking or getting someone else to take the exam on his/her behalf; as well as enabling and facilitating another person to perform the aforementioned behavior. Any of these behaviors will be subject to disciplinary action in accordance with the disciplinary procedure laid down in the UPR Students General Bylaws.

Grade Scale:

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

Course outline and time distribution:

Theme	Academic Activities	Contact Hours
I. Course Introduction		3
II. Process of Preparing Effective Business Messages		2
A. 1. Writing Principles		
• Six C's in Writing	Group discussions	
o Concise	Practice exercises	
o Correct		
o Courteous		
o Clear		3
o Complete		
o Concrete		
2. Writing Process		
• Prewriting		
• Writing		
• Post writing		
B. Mechanics		5
• Sentence Structure		
• Abbreviations		
• Capitalization	Practice exercises	
• Numbers	Editing and revision	
C. Punctuation		
• Commas		6
• Semi-colons/colons	Practice exercises	
• Apostrophe	Editing and revision	
• End punctuation		
• Quotation marks		
• Dashes/parenthesis		
• Italics/underlining		
	Partial Exam # 1	1
III. Writing Business Messages		
A. Memo	Analysis of formats	3
1. Format	Practice Exercises	
o Standard parts		
o Optional parts	Analysis of sample documents	6
2. Routine messages	Group and individual writing	
o Transmittal	Peer editing	
o Direct Request		
B. Letters/Email		
1. Format		
o Standard parts		
o Optional parts		
2. Routine Messages	Analysis of formats	5
o Information Request – Reply	Practice Exercises	
o Direct claim		

○ Claim letters ○ Adjustment letters ○ Goodwill messages		
	Partial Exam # 2	1
3. Bad news ○ Refusing typical requests ○ Handling bad news (Case Studies) - Dealing with disappointed customers - Handling problems with orders - Denying claims - Announcing rate/price increases - Refusing credit - Select	Individual writing Peer-editing activities Analysis of sample documents Analysis of sample documents Group and individual writing Peer-editing activities Analysis of case studies	2 2 2
	Final Evaluation (Oral)	4 45 hours

Bibliography:

Bovée, C. & Thill, J. (2016). Business Communication Essentials. 7th Ed. New Jersey: Pearson Prentice Hall.

Bovée, C. & Thill, J. (2016). Business Communication Today. 13th Ed. New Jersey: Pearson Prentice Hall.

Canavor, N. (2016). Business Writing Today: A Practical Guide. 2nd edition. California: Sage Publishing

Carter, C. (2012). Keys to Business Communication: Success in College, Career & Life. New Jersey: Pearson Prentice Hall.

Davidson, W. (2015). Business Writing: What Works, What Won't. 3rd edition. New York: Macmillan Learning

Dwyer, J. (2011). The Business Communication Handbook + eText+Companion Website. 9th Ed. Australia: Pearson.

Gerson, S.J. & Gerson, S.M. (2014). Technical Communication: Process and Product. 8th Ed. New Jersey: Pearson Prentice Hall.

Guffey, M. & Lowey, D. (2011).Business Communication: Process & Product. 7th Ed. Ohio: South-Western Cengage Learning.

Guffey, M. & Lowey, D. (2013). Essentials of Business Communication. 9th Ed. Ohio: South-Western Cengage Learning.

Guffey, M. & Seefer, M. (2014). Business English. 11th Edition. Ohio: South-Western Cengage Learning.

Oliu, W., Brusaw C. & Alred G. (2013). Writing That Works: Communicating Effectively on the Job. 11th Edition. New York: Macmillan Learning

Shwom, B. & Gueldenzoph, S. (2012). Business Communication: Polishing Your Professional Presence. New Jersey: Pearson Prentice Hall.

Thill, J. & Bovée, C. (2013). Excellence in Business Communication. 10th Ed. New Jersey: Pearson Prentice Hall.

Articles:

Professors will choose articles from those most recently published which are related to the topics discussed in class.

Internet resources:

Business Dictionary. (2013). Retrieved from http://www.businessdictionary.com/

Business Reference Services: Science, Technology and Business Division (2013). General Business and Economics Resources. Retrieved from http://www.loc.gov/rr/business/index1.html#general

Business Week: www.businessweek.com

Fortune: www.fortune.com

Forbes: www.forbes.com

Business 2.0: money.cnn.com/magazines/business2

Student References:

Dictionaries

Spanish – English
English – English
Thesaurus
Business Related