

University of Puerto Rico
Río Piedras Campus
Faculty of Business Administration
Department of Business Communication

SYLLABUS

COURSE TITLE	Business Communication I
COURSE CODE	INCO 3005
CONTACT HOURS/CREDITS	30 hours / Two credits
PREREQUISITES, COREQUISITES, AND OTHER REQUIREMENTS	None

COURSE DESCRIPTION

Study of the elements, principles, and fundamental practices of business communication. The logical and creative processes involved in writing are examined, with emphasis on documents used in business and professional contexts. The course may be offered face-to-face, in hybrid format, or online.

LEARNING OBJECTIVES

Upon successful completion of the course, students will be able to:

- Apply the principles of effective communication to business writing.
- Use appropriate vocabulary and style to produce memoranda, e-mail messages, and business letters.
- Apply critical judgment and ethical communication strategies to business situations.

COURSE CONTENT AND DISTRIBUTION OF TIME

Topic and content	Face-to-face	Hybrid	Online
1. Course overview Introduction to business communication.	2	2 hours (0.75 face-to-face: 1 short session of 45 min; 1.25 online)	2
2. Communication theory Review, discussion, and definition of communication theory.	4	4 hours (0.75 face-to-face: 1 short session of 45 min; 3.25 online)	4
3. Ethical standards Ethical standards in business communication.	2	2 hours (0.75 face-to-face: 1 short session of 45 min; 1.25 online)	2
4. Message planning and organization Direct and indirect approaches.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
Midterm examination Assessment of course content.	1	1 hours (0.75 face-to-face: 1 short session of 45 min; 0.25 online)	1
5. Effective correspondence Fundamentals of effective business letters and memoranda.	2	2 hours (0.75 face-to-face: 1 short session of 45 min; 1.25 online)	2
6. Style and tone Style and tone of business correspondence.	2	2 hours (0.75 face-to-face: 1 short session of 45 min; 1.25 online)	2
7. Formats and uses Formats and uses of business letters and memoranda.	2	2 hours (0.75 face-to-face: 1 short session of 45 min; 1.25 online)	2
8. Types of business letters Purposes and preparation of business letters.	4	4 hours (0.75 face-to-face: 1 short session of 45 min; 3.25 online)	4

Topic and content	Face-to-face	Hybrid	Online
In-class writing and testing Writing practice and course assessments.	8	8 hours (0.75 face-to-face: 1 short session of 45 min; 7.25 online)	8
TOTAL CONTACT HOURS	30	30 (7.5 face-to-face and 22.5 online)	30

Note: In the face-to-face modality, up to 25% of contact hours may be delivered through an alternate (distance) modality, if necessary.

TEXTBOOK

Not applicable.

INSTRUCTIONAL STRATEGIES

Face-to-face	Hybrid	Online
• Lectures • Readings • Group work • Individual assignments • Assessment activities • Practice activities • Oral presentations	• Online modules • Professional articles • Instructional videos • Group and individual work • Assessment and practice • Oral presentations • Asynchronous and synchronous conferences	• Interactive modules • Professional articles • Instructional videos • Group and individual work • Assessment and practice • Oral presentations • Videoconferences and synchronous meetings

MINIMUM REQUIRED OR AVAILABLE RESOURCES

Resource	Face-to-face	Hybrid	Online
Institutional learning management system	Institution	Institution	Institution
Institutional e-mail account	Institution	Institution	Institution
Computer or mobile device with high-speed Internet	Student	Student	Student
Word processor, spreadsheet, and presentation software	Student	Student	Student
Integrated or external speakers	Not applicable	Student	Student
Webcam or mobile camera and microphone	Not applicable	Student	Student

EVALUATION TECHNIQUES

Face-to-face	Hybrid	Online
• Exams and quizzes: 20% • Oral presentation(s): 25% • Final essay: 20% • Class work: 25%	• Exams and quizzes: 20% • Oral presentation(s): 25% • Final essay: 20% • Class work: 25%	• Exams and quizzes: 10% • Oral presentation(s): 20% • Final essay: 20% • Forum participation: 30% • Class work: 20%
Attendance and participation: 10%	Attendance and participation: 10%	
Total: 100%	Total: 100%	Total: 100%

REASONABLE ACCOMMODATION

The University of Puerto Rico recognizes the right of students with disabilities to an inclusive, equitable, and comparable postsecondary education. Qualified students are entitled to equal participation and reasonable accommodations or modifications. Students who require an accommodation should notify the professor and promptly submit a request to the Office of Services for Students with Disabilities (OSEI); disclosure of a diagnosis to the professor is not required.

GUIDELINES FOR THE INTEGRATION AND USE OF ARTIFICIAL INTELLIGENCE (AI)

Under Academic Affairs Circular 8, 2024-2025, the use of AI tools is permitted in accordance with institutional and course-specific guidelines. Students must disclose and document any use of AI and explain how it contributed to the work submitted. AI may not be used to misrepresent authorship or to submit non-original content without proper attribution.

ACT 220-2024: ACADEMIC AGREEMENTS FOR UNIVERSITY ATHLETES

Act 220-2024 recognizes the right of certified student-athletes to request reasonable academic adjustments during training or competition periods authorized by the Interuniversity Athletic League (LAI). Official documentation and a written academic agreement are required.

STUDENT ATTENDANCE

Academic Senate Certification 111 (2023-2024), Río Piedras Campus, requires each course to state clear standards for attendance, punctuality, participation, and make-up work. It addresses excused absences, the Attendance Census, appeals, and procedures for extended absences.

ACADEMIC INTEGRITY

Article 6.2 of the UPR General Student Regulations (Board of Trustees Certification 13, 2009-2010) identifies academic dishonesty, including fraud, plagiarism, unauthorized copying, impersonation, and facilitating such conduct. Academic Senate Certification 64 (2022-2023) further affirms honesty, respect, responsibility, and academic rigor in teaching, learning, and research. Violations are subject to disciplinary action. Users must also protect their institutional credentials.

POLICY AND PROCEDURES FOR ADDRESSING SEX- OR GENDER-BASED DISCRIMINATION

Pursuant to Governing Board Certification 107, 2021-2022, the University promotes a safe environment and establishes procedures for addressing discrimination based on sex, gender, or pregnancy; sexual harassment; sexual violence; domestic violence; dating violence; and stalking.

GRADING SYSTEM

A, B, C, D, and F.

EMERGENCY CONTINGENCY PLAN

If an emergency or class interruption occurs, the professor will continue the course through distance or online modalities, in accordance with institutional directives, and will communicate with students through institutional e-mail or other available channels.

BIBLIOGRAPHY

- Bovée, C. L., Thill, J. V., & Raina, R. L. (2016). *Business communication today*. Pearson.
- Cenere, P., Gill, R., Lawson, C., & Lewis, M. (2015). *Communicating as business professionals*. In *Communication skills for business professionals* (pp. 198-226). Cambridge University Press.
- Dwyer, C. (2017). *Critical thinking: Conceptual perspectives and practical guidelines*. Cambridge University Press.
- Gwee, J. (2018). *Writing the case study*. In *The case writer's toolkit*. Palgrave Macmillan.
- LaBelle, S., & Waldeck, J. H. (2020). *Communication ethics*. In *Strategic communication for organizations* (pp. 91-116). University of California Press.
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- Oh, J., & Ki, E. J. (2019). Factors affecting social presence and word-of-mouth in corporate social responsibility communication. *Public Relations Review*.
- Okoro, E., Washington, M. C., & Thomas, O. (2017). The impact of interpersonal communication skills on organizational effectiveness. *International Journal of Language and Linguistics*, 4(3), 28-32.
- Oussii, A. A., & Klibi, M. F. (2017). Accounting students' perceptions of important business communication skills. *Journal of Financial Reporting and Accounting*.
- Ranaut, B. (2018). Importance of good business writing skills. *International Journal of Language and Linguistics*.

ELECTRONIC RESOURCES

Purdue Online Writing Lab; U.S. Bureau of Labor Statistics Occupational Outlook Handbook; American Management Association; American Marketing Association; American Accounting Association; American Finance Association; American Institute of Certified Public Accountants; and Annual Reports Online. Electronic resources should be reviewed and updated each semester.

Last updated: May 2026