

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

SYLLABUS

COURSE TITLE	Business Communication II
COURSE CODE	INCO 3006
CONTACT HOURS/CREDITS	30 hours / Two credits
PREREQUISITES, COREQUISITES, AND OTHER REQUIREMENTS	None

COURSE DESCRIPTION

Study of the principles and fundamental practices of effective business communication. Special attention is given to the logical and creative processes involved in writing for complex business situations that require solutions. Essential employability documents are also emphasized. 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:

- Explain the principles of effective communication behavior.
- Apply clear thinking when analyzing business communication situations.
- Use appropriate vocabulary for effective communication.
- Produce effective employability documents by applying the basic principles of written business communication.

COURSE CONTENT AND DISTRIBUTION OF TIME

Topic and content	Face-to-face	Hybrid	Online
1. Course overview Objectives, content, requirements, and review of the direct approach.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
2. Student employability portfolio Self-analysis; occupation, industry, and company research; interview.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
3. Résumés and curriculum vitae Preparation and revision of employment documents.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
4. Application letters and job advertisements Analysis and preparation of application materials.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
5. Follow-up messages Thank-you, acceptance, job-offer decline, and resignation letters.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
6. Oral presentations and portfolio submission Professional presentation and submission of the employability portfolio.	4	4 hours (0.75 face-to-face: 1 short session of 45 min; 3.25 online)	4
7. Routine and goodwill messages Claims, adjustments, goodwill messages, and letters of recommendation.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
8. Examination: letter writing Assessment of business-letter writing.	2	2 hours (0.75 face-to-face: 1 short session of 45 min; 1.25 online)	2

Topic and content	Face-to-face	Hybrid	Online
9. Persuasive messages Purpose, audience analysis, content, and organization.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
10. Persuasive claims and bad-news messages Claims, adjustments, replies, and announcements.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
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% Attendance and participation: 10% Total: 100%	• Exams and quizzes: 10% • Oral presentation(s): 15% • Final essay: 20% • Forum participation: 25% • Class work: 20% Attendance and participation: 10% Total: 100%	• Exams and quizzes: 10% • Oral presentation(s): 10% • Final essay: 20% • Forum participation: 40% • Class work: 20% 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

- Andino-Pratts, A., Fajardo, Z., Fernández, L., & Rivera-Aponte, A. (2016). Diseño de un módulo instruccional para promover la efectividad de la competencia de comunicación escrita en las escuelas de negocio. *Cuadernos de Investigación*, 31.
- Bezeau, J. (2019). *Intelligent cross-cultural communication*. Amazon Services.
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- Kang, M., & Sung, M. (2017). How symmetrical employee communication leads to employee engagement and positive employee communication behaviors. *Journal of Communication Management*, 21(1), 82-102.
- Kim, Y. (2018). Enhancing employee communication behaviors for sensemaking and sensegiving in crisis situations. *Journal of Communication Management*, 22(4), 451-475.
- Morrison, R. (2017). Teaching toward the telos of critical thinking: Genre in business communication. *Business and Professional Communication Quarterly*, 80(4), 460-472.
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Yuges, O. (2020). Enhancing the development of intercultural communicative competence in business and study environments. *TLC Journal*, 4(1), 44-54.

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; Annual Reports Online; and Association for Consumer Research. Electronic resources should be reviewed and updated each semester.

Last updated: May 2026