

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

SYLLABUS

COURSE TITLE	Strategic Business Communication
COURSE CODE	INCO 4008
CONTACT HOURS/CREDITS	45 hours / Two credits
PREREQUISITES, COREQUISITES, AND OTHER REQUIREMENTS	COEM 3001 or its equivalent

COURSE DESCRIPTION

Application of strategic business communication to the development of oral and written messages in English and to document design. Research is a fundamental component of the methodology. Technology is integrated through interaction with international students in a pen-pal project. 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 key communication theories and processes in professional writing and oral interaction.
- Use critical thinking, social responsibility, and ethical strategies when producing business messages and correspondence.
- Analyze business situations and select writing strategies appropriate to the topic, objective, audience, medium, and context.
- Collaborate to plan, research, document, and complete team projects.
- Use Internet-based communication technologies as professional resources and communication channels.
- Adapt communicative elements for international and intercultural environments.
- Recognize the need for business research and identify its general elements.

COURSE CONTENT AND DISTRIBUTION OF TIME

Topic and content	Face-to-face	Hybrid	Online
1. Course overview Communication principles, processes, channels, paradigms, methods, and international business contexts.	5	5 hours (0.75 face-to-face: 1 short session of 45 min; 4.25 online)	5
2. Ethical standards in business writing Persuasive and informative writing.	5	5 hours (0.75 face-to-face: 1 short session of 45 min; 4.25 online)	5
3. Organizational approaches Direct and indirect approaches; style, tone, language use, and the reader-writer relationship.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
4. Message formatting Letters, memoranda, e-mail messages, and other business documents.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
5. Business document production Composition, revision, and editing of letters, memoranda, e-mail messages, and related documents.	6	6 hours (2.25 face-to-face: 1 session of 1.5h + 1 short session of 45 min; 3.75 online)	6
6. Teamwork and group dynamics Interpersonal, intercultural, and global workplace communication.	3	3 hours (1.5 face-to-face: 1 session of 1.5h; 1.5 online)	3
7. Communication technology Business writing, presentation design, and research.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3

Topic and content	Face-to-face	Hybrid	Online
8. Effective oral communication Workplace communication, report presentations, and professional social interactions.	3	3 hours (0.75 face-to-face: 1 short session of 45 min; 2.25 online)	3
9. Applied practice In-class discussions, writing, editing, and testing.	12	12 hours (3 face-to-face: 2 sessions of 1.5h each; 9 online)	12
Examinations Assessment of course knowledge and communication performance.	2	2 online	2
TOTAL CONTACT HOURS	45	45 (11.25 face-to-face and 33.75 online)	45

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

TEXTBOOK

Livermore, D. (2013). Expand your borders: Discover 10 cultural clusters. Cultural Intelligence Center.

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.
- Delecta Jenifer, R., & Raman, G. P. (2015). Cross-cultural communication barriers in the workplace. International Journal of Management, 6(1), 348-351.
- Huang, G. (2015). Visiones globales y comunicación intercultural este/oeste. Comunicación y Sociedad, 24, 161-186.
- Livermore, D. (2013). Expand your borders: Discover 10 cultural clusters. Cultural Intelligence Center.
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- Lvina, E. (2015). The role of cross-cultural communication competence. Jurnal Ilmiah Peuradeun, 3(1), 1-18.
- Mahadevan, J., Primecz, H., & Romani, L. (2019). Cases in critical cross-cultural management. Routledge.
- Nguyen Phuong, M. (2019). Cross-cultural management. Routledge.
- Protzel, J. (2015). Comunicación intercultural: Confrontando concepciones y problemas. Correspondencias & Análisis, 5, 217-234.
- Shamne, N. L., Milovanova, M. V., & Malushko, E. (2019). Cross-cultural professional communication in the context of globalization. IOP Conference Series: Materials Science and Engineering, 483, 1-6.
- Zlomislíc, J., Rados Gverijeri, L., & Bugaric, E. (2016). The significance of intercultural competence in cross-cultural communication. Review of Contemporary Business, Entrepreneurship and Economic Issues, 29(2), 433-451.

ELECTRONIC RESOURCES

Culture and Language resources; Hofstede Insights; Merriam-Webster Dictionary; Purdue Online Writing Lab; and selected academic-journal databases available through the University Library System. Electronic resources should be reviewed and updated each semester.

Last updated: May 2026