

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

SYLLABUS

COURSE TITLE	Strategic Business Report Writing and Oral Communication in a Diverse, Changing Society
COURSE CODE	INCO 4010
CONTACT HOURS/CREDITS	60 hours / Four credits
PREREQUISITES, COREQUISITES, AND OTHER REQUIREMENTS	COEM 3001

COURSE DESCRIPTION

Comprehensive study of business communication emphasizing critical thinking, persuasion, and formal written and oral strategies framed by ethical considerations. The multicultural dimensions of contemporary global society are examined and applied. 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 relationship between communication practice and communication theory.
- Explain the functions and characteristics of effective business reports.
- Apply ethical guidelines to written and oral communication.
- Adapt communicative elements for international and intercultural environments.
- Identify and apply the steps involved in planning business research.
- Use appropriate criteria to evaluate data sources.
- Apply effective presentation skills in individual and group presentations.

COURSE CONTENT AND DISTRIBUTION OF TIME

Topic and content	Face-to-face	Hybrid	Online
1. Course overview Objectives, content, requirements, and expectations.	4	4 hours (1 face-to-face: 1 short session of 1h; 3 online)	4
2. Professional communication in a digital world Communication process and the use of technology to improve communication.	6	6 hours (2 face-to-face: 1 session of 2h; 4 online)	6
3. Collaboration and business etiquette Interpersonal communication, active listening, and nonverbal behavior.	6	6 hours (1 face-to-face: 1 short session of 1h; 5 online)	6
4. Communication in a diverse marketplace Cultural competence, diversity, and intercultural communication skills.	6	6 hours (1 face-to-face: 1 short session of 1h; 5 online)	6
5. Persuasion through storytelling Marketing and sales messages, employment communication, interviews, and elevator pitches.	6	6 hours (1 face-to-face: 1 short session of 1h; 5 online)	6
Midterm examination or project Assessment of course knowledge and applied communication skills.	2	2 hours (1 face-to-face: 1 short session of 1h; 1 online)	2
6. Planning reports and proposals Informational and analytical reports; organizational strategies.	6	6 hours (1 face-to-face: 1 short session of 1h; 5 online)	6
7. Writing reports and proposals Audience adaptation and drafting report content.	6	6 hours (1 face-to-face: 1 short session of 1h; 5 online)	6
8. Public speaking and social media	6	6 hours (1 face-to-face: 1 short session of 1h; 5 online)	6

Topic and content	Face-to-face	Hybrid	Online
Presentation development, pitch delivery, and nonverbal communication.			
9. Oral presentation delivery Preparation and delivery of professional oral presentations.	6	6 hours (4 face-to-face: 2 sessions of 2h each; 2 online)	6
10. Semester-long report development Data search, drafting, revision, editing, and completion.	6	6 hours (1 face-to-face: 1 short session of 1h; 5 online)	6
TOTAL CONTACT HOURS	60	60 (15 face-to-face and 45 online)	60

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

TEXTBOOK

Bovée, C. L., & Thill, J. V. (2020). Business communication today. Pearson.

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: 10% • Oral presentation(s): 15% • Final report: 20% • Forum participation: 25% • Class work: 20%	• Exams and quizzes: 10% • Oral presentation(s): 15% • Final report: 20% • Forum participation: 25% • Class work: 20%	• Exams and quizzes: 10% • Oral presentation(s): 20% • Final report: 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

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- Gwee, J. (2018). Writing the case study. In *The case writer's toolkit*. Palgrave Macmillan.
- Johnson, C., Dunn-Jensen, L., & Wells, P. (2019). Sketchy communication: An experiential exercise. *Journal of Education for Business*, 94(1), 46-56.
- LaBelle, S., & Waldeck, J. H. (2020). *Strategic communication for organizations*. University of California Press.
- Lawson, C., Gill, R., Feekery, A., Witsel, M., Lewis, M., & Cenere, P. (2019). *Writing strategies for the business professional*. Cambridge University Press.
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- Paz, V., Moore, V., & Creel, T. (2017). Academic integrity in an online business communication environment. *Journal of Multidisciplinary Research*, 9(2), 57-71.
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- Tuleja, E. A. (2017). *Intercultural communication for global business*. Routledge.

Wilkinson, B. (2021). The diversity gap. HarperCollins.

ELECTRONIC RESOURCES

Purdue Online Writing Lab; U.S. Bureau of Labor Statistics Occupational Outlook Handbook; National Institutes of Health research resources; Business Communication Department Multimedia Center; American Management Association; and selected academic-journal databases. Electronic resources should be reviewed and updated each semester.

Last updated: May 2026