اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Professional Communication Skills
Course Code:	ENG-3/407
Program:	Bachelor's Program in English
Department:	Department of English
College:	Jazan (Male and Female Campus), Samtah (Female Campus), Darb (Female Campus), Ardha (Female Campus), Dayar (Female Campus), and Farasan (Female Campus)
Institution:	Jazan University

Table of Contents

A. Course Identification

1. Credit hours: 3hrs

2. Course type

a. University ☐ College ☐ Department ☑ Others ☐

b. Required ☐ Elective ☑

3. Level/year at which this course is offered: Level 7/ 4th year

4. Pre-requisites for this course (if any)**:** Academic Writing **ENG -3/345**

5. Co-requisites for this course (if any)**: None**

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	45	100
2	**Blended**		
3	**E-learning**		
4	**Distance learning**		
5	**Other**		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	**45**
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (quizzes, assignments, and worksheets)	
	Total	**45**

B. Course Objectives and Learning Outcomes

1. Course Description

Professional communication is a three-credit hour course offered to Bachelor Degree program. It provides students with significant information about professional writing and communication at various professional workplace environments. Throughout the semester students will be involved in some practical activities that enhance their skills to communicate successfully as well as professionally. These activities include producing and analyzing emails, resumes, reports, different types of letters, memos, proposals and job interviews. Class activities will allow students to participate in ongoing writing tasks and discussions with classmates and professors to do both individual and collaborative projects.

2. Course Main Objective

This course aims at enabling students to:

· develop a comprehensive understanding of the principles of professional writing and communication

- write effective documents consistent with professional writing standards.
- produce a wide range of writing for different purposes such as informing, reporting findings, persuading and recommending a course of action.
- develop and write resumes, emails, reports, job application letters and other types of letters
- work collaboratively in peer workshops, group work, and group projects
- apply persuasive strategies in their writing and speaking
- use appropriate verbal and non-verbal communication skill

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding: Students will be able to**	
1.1	Define basic concepts and theories of Professional Communication	**K1**
1.2	Describe the purpose and planning of writing	**K1**
2	**Skills : Students will be able to**	
2.1	Write various types of emails and letters	**S1**
2.2	Design effective CVs and memos	**S1**
2.3	Prepare academic proposals and reports	**S4**
3	**Values: Students will be able to**	
3.1	Display adequate communication capabilities to face a job interview confidently	**V2**
3.2	Develop persuasive presentation skills to express their ideas fluently	**V3**

C. Course Content

No	List of Topics	Contact Hours
1	Chapter-1 Purpose and planning of writing Verbal and Non-Verbal Communication	**3**
2	Chapter-3 Emails and Letters Style and Tone Readability and Structure How to Manage Email	**3**
3	Inquiry letters	**3**
4	Follow up letters (replies to requests, refusals of requests)	**3**
5	Chapter 4 Curriculum Vitae(CV), Application Letter, Interview CV	**6**
6	Job application letters	**3**
7	Job Interview	**3**
8	Memo	**3**
9	Chapter-8 Report Writing	**6**
10	Chapter – 9 Persuasive Presentation	**3**
11	Chapter-14 Proposal Writing	**6**

	Academic Proposals		
12	Revision		**3**
	Total		**45**

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	**Knowledge and Understanding: Students will be able to**		
1.1	Define basic concepts and theories of Professional Communication	Lecturing, Group discussion Communicative approach,	Mid-term exam, Quizzes, Final Exam, Assignments. MCQs, Fill in the blanks, True or False
1.2	Describe the purpose and planning of writing	Lecturing, Group discussion Communicative approach,	Mid-term exam, Quizzes, Final Exam, Assignments. MCQs, Fill in the blanks, True or False
2.0	**Skills: Students will be able to**		
2.1	Write various types of emails and letters	Lecturing, Group discussion Communicative approach, worksheets	Mid-term exam, Quizzes, Final Exam, Assignments. Write an email…, Write a letter…, Completing a letter or an email.
2.2	Design effective CVs and memos	Lecturing, Group discussion Communicative approach, worksheets	Mid-term exam, Quizzes, Final Exam, Assignments. Prepare a CV with your personal information, Write memo…., Completing a CV or a memo.
2.3	Prepare academic proposals and reports	Lecturing, Group discussion Communicative approach, worksheets	Mid-term exam, Quizzes, Final Exam, Assignments. Write a report on…., Describe different elements of a proposal.
3.0	**Values: Students will be able to**		
3.1	Display adequate communication capabilities to face a job interview confidently	Lecturing, Group discussion Communicative approach, Role play	Practical Assessment

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2	Develop persuasive presentation skills to express their ideas fluently	Lecturing, Group discussion Communicative approach, Occasional presentations by students, Workshops and group discussions.	Practical Assessment

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz 1	4-6	10
2	Midterm	7-10	20
3	Face to face Interview	11-14	10
4	Presentation	15	10
5	Final Written Examination	16	50
8	Total		100%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Course teachers are available during office hours (10 hours per week) for students seeking academic help and advising. Further, they are assigned academic counselors with whom they may discuss academic or even personal issues.

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	*Professional Communication Deliver Effective Written, Spoken and Visual Communication, Jane English, Sally Burt and Gabel Nudelman, Fourth Edition.* Syllabus F.Y.B.Sc. IT Professional Communication Skills (This material can be used for the introductory chapter and writing memos) *Note: Practising different discourses should be focused than the theory part.*
Essential References Materials	A Students's Guide to Academic and Professional Writing in Education by Alison Bright The Craft of Professional Writing: A Guide for Amateur and Professional Writers by Michael S. Malone Writing at Work: Professional Writing Skills for People on the Job by Stephen A. Bernhardt

Electronic Materials	*https://www.instructionalsolutions.com/blog/business-writing-tools* *https://www.cambridgeenglish.org/learning-english/activities-for-learners/b2w002a-how-to-write-a-formal-letter*
Other Learning Materials	*Any materials on professional communication*

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) Classrooms - 25 seats
Technology Resources (AV, data show, Smart Board, software, etc.)	Technology resources (AV, data show, Smart Board, software, etc.)
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	ESL Cyber Listening Lab Internet facility in the class rooms, Books related to English Department in the library

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of Teaching	Course Teachers, Teaching and Learning Unit, Students, Program Leaders	Formative and Summative Assessment, Student Evaluation
Achievement of CLOs	Course Teachers, Teaching and Learning Unit, Program Leaders	Formative and Summative Evaluation, Course Report, CLO Excel Worksheet
Quality of Learning Resources	Course Teaching, Teaching and Learning Unit, Program Leaders, Students	Course Report, Student Evaluation

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	