اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Business Communication
Course Code:	ADMN 212
Program:	Bachelor of Business Administration
Department:	Business Administration
College:	College of Business Administration
Institution:	Jazan University

Table of Contents

A. Course Identification

1. Credit hours: 2	

2. Course type

a. University ☐ College ☑ Department ☐ Others ☐

b. Required ☐ Elective ☑

3. Level/year at which this course is offered: BBA- Level 3/ 2021-2022

4. Pre-requisites for this course (if any)**:None**

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

6. Mode of Instruction (mark all that apply)

Percentage	Contact Hours	Mode of Instruction	No
100 %	30	**Traditional classroom**	1
		Blended	2
		E-learning	3
		Distance learning	4
		Other	5

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	28
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (specify)	2 (Exams)
	Total	30

B. Course Objectives and Learning Outcomes

1. Course Description: This course provides students with the theoretical and practical framework for understanding and conducting effective oral and written communication.

2. Course Main Objective

To make the students understand about the process of effective communication.
To develop the skills of business communication

3. Course Learning Outcomes

	CLOs	AlignedPLOs
1	**Knowledge and Understanding**	
1.1	Describe concepts and theory related to business communication	K1
1.2	Demonstrate the Theoretical and practical framework for understanding and conducting effective oral and written communication.	K2
2	**Skills :**	
2.1	Design Business reports, Busines letters and Memos	S2
2.2	Evaluate the relevance of different stages of writing	S3
3	**Values:**	
3.1	Engage in learning verbal and non verbal communication	V1

C. Course Content

Contact Hours	List of Topics	No

2	Introduction about Business Communication	1
2	Chapter 1:- Principles of Communication - Definition of Communication, Purpose of Communication, Process of Communication.	1
2	Elements of Effective Communication, Barriers to Communication, Types of Communication	
2	Listening, Presentation Skills, Public Speaking	
2	Chapter 2 : Writing Concepts, Forms of Written Communication	2
2	Advantages of Written Communication, Stages of Writing	
2	Proof Reading, Writing Style, Punctuation	
2	Chapter 3 : Business Reports Definition, Planning a Business Reports	3
2	Types of Business Reports	
2	Graphs, Charts, Executive Summary.	
2	Chapter 4 : Memos, Circular, Notices, Agenda , Minutes	4
2	Resume, Curriculum Vitae, Press Release,	
2	Business Letters, Types of Letters	
2	Format of Business Letters, Annual Reports	
2	Final Exams	
30	**Total**	

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**		
1.1	Describe concepts and theory related to business communication	Discussions based on Video cases, class presentation, Faculty Lectures and students presentations	Test and questioning in the class. Objective test items such as fill-in-the-blank, matching, labeling, or multiple-choice questions. Faculty driven evaluation, Peer group evaluation, Self assessment by the student.
1.2	Demonstrate the Theoretical and practical framework for understanding and conducting effective oral and written communication.	Discussions based on Video cases, class presentation, Faculty Lectures and students presentations	Faculty driven evaluation, Peer group evaluation, Self assessment by the student , written exams & Peer evaluation
2.0	**Skills**		
2.1	Design Business reports, Busines letters and Memos	Discussion Active Learning.	Mid 1 Assignment Group presentation
2.2	Evaluate the relevance of different stages of writing	Discussion Active Learning.	Assignment Group presentation
3.0	**Values**		
3.1	Engage in learning verbal and non verbal communication	Discussion Active Learning.	Assignment Group presentation

2. Assessment Tasks for Students

Percentage of Total Assessment Score	Week Due	*Assessment task	#
10%	8,6,7	Group presentation	1
10%	3,5,9	Assignment	2

Percentage of Total Assessment Score	Week Due	*Assessment task	#
30%	9	Midterm 1	3
50%		Final Exam	4
100%		Total	5
			6
			7
			8

*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 :

F. Learning Resources and Facilities

1.Learning Resources

Author	Title	Publisher	Year
Court Bovee & John V Thill	Business Communication Today.	Prentice Hall.	2008
John V. Thill & CourtLand L. Bovee	Excellence in Business Communication.	Prentice Hall.	2008
Asha Kaul	Effective Business Communication	Prentice Hall	2003

Essential References Materials	<u>Ebsco Business Source Premier:</u> A database containing several hundred key business and management journals with full text articles updated daily. · <u>Courseware:</u> Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor's methodological text. Such documentation will typically be posted regularly. · www.decalibrary.org · www.ipl.org · www.ncpublicschools.org ·
Electronic Materials	http://www.emeraldinsight.co/insight http://www.allbusiness.com <u>Saudi Digital Library (SDL- www.sdl.edo.sa) website containing several hundred key business and management journals with full text articles with 6 databases.</u> <u>Ebsco Business Source Premier:</u> A database containing several hundred key business and management journals with full text articles updated daily. www.decalibrary.org
Other Learning Materials	Such as computer-based programs/CD, professional standards or regulations and software.

2. Facilities Required

Resources	Item
Class room with Projector facility	**Accommodation** Classrooms, laboratories, demonstration) (.rooms/labs, etc
Access to Saudi digital library	**Technology Resources** (.AV, data show, Smart Board, software, etc)

Resources	Item
Library access for students if needed.	**Other Resources** Specify, e.g. if specific laboratory equipment) (is required, list requirements or attach a list

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Completion of standard course (confidential)	Students	Indirect (questionnaires)
Independent assessment of standards achieved by students	Faculty (independent member teaching staff)	Direct (locally developed exams)
Teaching strategies and mentoring System	Faculty	Indirect
Extent of student understanding of course after completion.	Faculty	Direct (locally developed exams)
Completion of standard course (confidential)	Students	Indirect (questionnaires)

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	