



Course Specification

— (Bachelor)

Course Title: **COMMUNICATION SKILLS**

Course Code: **COM 0012**

Program: **Human Resources Management**

Department: **Human Resources Management**

College: **Applied College In Alarda**

Institution: **Jazan University**

Version: **1**

Last Revision Date:



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A. General information about the course:

1. Course Identification

1. Credit hours: (2 hours)

2. Course type

- A. ☐ University ☒ College ☐ Department ☐ Track ☐ Others
- B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (Level 1/ first year)

4. Course general Description:

This course is structured as an introductory communication course. It is designed to expose students to the theories, skills, and strategies needed to become effective communicators in academic and professional settings. It explains the major theories of human communication and persuasion in interpersonal, small group, and public communication contexts. The course also focuses on effective communication skills and strategies for writing reports and CV's and for preparing and delivering effective presentations.

5. Pre-requirements for this course (if any):NA

6. Co-requisites for this course (if any):NA

7. Course Main Objective(s):

After completing this course:

1. The student is to be familiar with the concept of the human communication: its theories and dimensions, and its role in the success of the individual on the personal, social and practical level.
2. The student should acquire the necessary skills for the effective communication with himself and others in his social and practical surroundings.
3. The student should be succeeding in applying these skills in various life situations.
4. Teaching the students the necessary skills that may help them to present themselves and their ideas through applying the most effective manners.
5. Providing the students with the skills and abilities that may enable them to listen well to the speakers.
6. Recognizing the ways of reading and acquiring its skills.
7. Helping the students to develop and improve the skills of the non-verbal communication





he has. 8- Identifying the patterns and means of communication in the work environment and the acquisition of communication skills efficiently in this environment.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		30

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Understand the concepts and theories of the human communication .	K1	Lectures Discussions Assignments	Quiz Midterm Exam
1.2	Demonstrate speaking, listening, writing, and reading abilities	K2	Lectures Discussions	Quiz Midterm Exam





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	through a wide variety of exercises.			
2.0	Skills			
2.1	Identifying the patterns and means of communication .	S1	Lectures Group discussions	Final Exam
2.2	use functional English in the work environment.	S2	Lectures Discussions Assignments	Final Exam
2.3	Apply the means of real communication opportunities .	S2	Virtual Lectures Discussions BB Assignments	Midterm Exam Final Exam
3.0	Values, autonomy, and responsibility			
3.1	communicate effectively, both in written and oral forms, in office environment.	V1	Lectures presentations	Project Presentations
3.2	Develop a teamwork attitude .	V2	Group work	Presentations
3.3	Uphold and practice good social behaviour in consonance with Islamic traditions and values.	V3	Lectures Discussions	Project presentations
3.4	Analyze scientific and technical services in various fields for all sectors.	V3	Lectures Discussions	Project presentations

C. Course Content

No	List of Topics	Contact Hours
1.	Introductory Week	3
2.	Introduction to human communication	3
3.	Intrapersonal communication	3
4.	Verbal communication	3





5.	Non-verbal communication	3
6.	Listening skills	3
7.	Human communication for better human relationships	3
8.	Communication within small groups	3
9.	Public Speaking	3
10.	Writing up CV's, letters & reports/ personal interview prep tips	3
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Attendance	All semester	10%
2.	Assignments	All semester	10%
3.	Quiz 1	6 th week	10%
4.	Mid-term Exam 1	9 th week	20%
5.	Quiz 2	10 th -15 th week	10%
6.	Final Exam	16 th week	40%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Wood, Julia, Communication in Our Lives: Eighth Edition, Cengage Learning, 2018. ISBN-13: 9781305949645
Supportive References	Business Communication Skills: Principles and Practice, by John J. Makay, Ronald Fetzer,, ISBN 13: 9780130919595,
Electronic Materials	www.sdl.com sa www.googlescholar.com www.emeraldinsight.com www.scribd.com
Other Learning Materials	





2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Available
Technology equipment (projector, smart board, software)	Blackboard
Other equipment (depending on the nature of the specialty)	None

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Faculty & Students,	Class Visits & Student Survey
Effectiveness of students assessment	Faculty & Students	Faculty Survey & Students Survey
Quality of learning resources	Faculty & Students,	Class Visits & Student Survey
The extent to which CLOs have been achieved	Faculty & Students	Faculty Survey & Students Survey
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	COUNCIL MEETING
REFERENCE NO.	
DATE	3\06\2024

