



Course Specification

(Bachelor)

Course Title: **Business Communication**

Course Code: **ADMN 213**

Program: **Bachelor in Business Administration**

Department: **Business and Marketing**

College: **College of Business**

Institution: **Jazan University**

Version: *Course Specification Version Number*

Last Revision Date: *Pick Revision Date.*



Table of Contents

A. General information about the course:	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	4
C. Course Content	4
D. Students Assessment Activities	5
E. Learning Resources and Facilities	5
F. Assessment of Course Quality	5
G. Specification Approval	6





A. General information about the course:

1. Course Identification

1. Credit hours: (2)

2. Course type

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

3. Level/year at which this course is offered: (6th level/2nd Year)

4. Course general Description:

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

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

N/A

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

N/A

7. Course Main Objective(s):

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

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	22	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	22
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		22

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

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Describe concepts and theory related to business communication	K1	<ul style="list-style-type: none"> ▪ Lectures ▪ Group discussions ▪ Individual and collaborative activities ▪ Pair and group discussions 	<ul style="list-style-type: none"> ▪ Midterms ▪ Final exam ▪ Quizzes ▪ Class ▪ participation ▪ Assignments
1.2	Demonstrate the Theoretical and practical framework for understanding and conducting effective oral and written communication.	K2	<ul style="list-style-type: none"> ▪ Lectures ▪ Group discussions ▪ Individual and collaborative activities ▪ Pair and group discussions 	<ul style="list-style-type: none"> ▪ Midterms ▪ Final exam ▪ Quizzes ▪ Class ▪ participation ▪ Assignments
...				
2.0	Skills			
2.1	Design Business reports, Business letters and Memos	S2	<ul style="list-style-type: none"> ▪ Lectures ▪ Group discussions ▪ Individual and collaborative activities 	<ul style="list-style-type: none"> ▪ Midterms ▪ Final exam ▪ Individual Assignment ▪ Group Assignment





			Pair and group discussions	
2.2	Evaluate the relevance of different stages of writing	S3	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Individual Assignment Group Assignment
...				
3.0	Values, autonomy, and responsibility			
3.1	Engage in learning verbal and non verbal communication	V1	<ul style="list-style-type: none"> Individual problem-solving activities Pair and group discussions and activities 	<ul style="list-style-type: none"> Class participation Observation Individual Assignments Group Assignment
3.2				
...				

C. Course Content

No	List of Topics	Contact Hours
1.	Chapter 1: Introduction about Business Communication	2
2.	Chapter 1: Principles of Communication - Definition of Communication, Purpose of Communication, Process of Communication.	2
3.	Chapter 1: Elements of Effective Communication, Barriers to Communication, Types of Communication, Listening, Presentation Skills, Public Speaking.	2
4.	Chapter 2: Writing Concepts, Forms of Written Communication	2
5.	Chapter 2: Advantages of Written Communication, Stages of Writing	2
6.	Chapter 2: Proof Reading, Writing Style, Punctuation	2
7.	Chapter 3: Business Reports Definition, Planning a Business Reports	2
8.	Chapter 3: Types of Business Reports	2
9.	Chapter 3: Graphs, Charts, Executive Summary.	2
10.	Chapter 4: Chapter 4: Memos, Circular, Notices, Agenda, Minutes, Resume, Curriculum Vitae, Press Release, Format of Business Letters,	2





	Annual Reports.	
11.	Revision of Final Exam (All 4 Units)	2
Total		22

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation, Assignments	1 - 10th	10%
2.	Quiz 1, 2	9 - 10th	10%
3.	Midterm	Week 5 & 6	30%
4.	Final exam	Week 12& 13	50%

*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	Business Communication Today, Court Bovee & John V Thill, Prentice Hall, 2008. Excellence in Business Communication, John V Thill & Court Bovee, Prentice Hall, 2008.
Supportive References	Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily. · Courseware: 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 Saudi Digital Library (SDL- www.sdl.edo.sa) website containing several hundred key business and management journals with full text articles with 6 databases. Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily.





Other Learning Materials

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms to facilitate student engagement ,collaboration and connection between lecturer and student with: <ul style="list-style-type: none"> Movable tables and chairs conducive to group discussion and group work. Good lighting control.
Technology equipment (projector, smart board, software)	<ul style="list-style-type: none"> Smart classroom equipment including data show. Instructor station with Tablet PC-like technology. Multiple electronic display surfaces (LCD projectors, etc.). Reliable network connectivity. Laptop connection for instructor and student hook ups. Electrical Outlets.
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Program Leader, External evaluator	Direct
Quality of learning resources	Instructor, Students	Indirect
The extent to which CLOs have been achieved	Quality Committee	Direct
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	SCIENTIFIC COMMITTEE OF THE DEPARTMENT OF MANAGEMENT AND MARKETING
REFERENCE NO.	2ND MEETING, ACADEMIC YEAR 2025, SUBJECT NO.3





DATE

12-09-2024

