T-104
2022

Course Specification
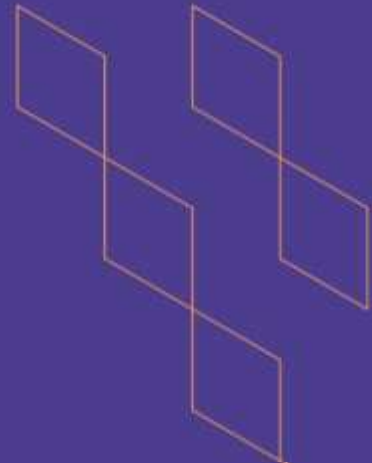
Course Title:	Business Communications
Course Code:	BA2304
Program:	BA Degree in Business Administration
Department:	Business Administration
College:	College of Business
Institution:	Umm Al-Qura University
Version:	2
Last Revision Date:	28/01/2023

Table of Contents:

A. General information about the course:

Course Identification	
1. Credit hours:	4

2. Course type					
a.	University ☐	College ☐	Department ☒	Track☐	Others☐
b.	Required ☒	Elective☐			

3. Level/year at which this course is offered: Level 5	

4. Course general Description

This course is structured to help the students become effective communicators in the business world by the application of business communication principles through creation of effective business documents and oral presentations. It includes study and application of team communication and use of technology to facilitate the communication process.

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

BA1301

BA1302

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

7. Course Main Objective(s)

The course aims to train students effectively in the use of the communicative tools that are used in internal communication in any organizations. In addition, it plans to provide students with an understanding of cross-cultural communication and to introduce them to the practical skills needed to work effectively in a diverse environment.

Upon the completion of this course, the students will be able to:

- Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands.
- Write effective and concise letters and memos.
- Prepare informal and formal reports.
- Proofread and edit copies of business correspondence.
- Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts.
- Plan successfully for and participate in meetings and conduct proper techniques in telephone usage.

1. Teaching mode **(mark all that apply)**

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	32	80%
2.	E-learning		
3.	Hybrid • Traditional classroom • E-learning		
4.	Distance learning	8	20%

2. Contact Hours **(based on the academic semester)**

No	Activity	Contact Hours
1.	Lectures	40
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	15
5.	Others (specify)	
	Total	55

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	Distinguish different personalities and different communication styles	K1	PowerPoint presentations	Mid Term and final Exams.
1.2	Describe different communication processes	K2	Lecture, Discussion	Continuous assessment (short quizzes).

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.3	Knows the cumulative frequency distribution and represent its data.	K1	Case study	Exams, Participation
2.0	Skills			
2.1	Analyze causes of problems and conflicts and find out preventive	S1	Lecture, Lab Demonstration, Lab work	Continuous assessment (short quizzes).
2.2	Apply both theoretical and practical knowledge into real-life training and work experience applicably in accordance with situations	S3	Lecture, Lab Demonstration, Lab work	Continuous assessment (short quizzes).
2.3	Produce a professional e-mail, résumés and presentations.	S5	Lecture, Lab Demonstration, Lab work	Continuous assessment (short quizzes).
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate values of integrity, ethical behavior, cooperation, and independence in both academic and personal contexts.	V3	Divide students in groups and change the leadership of groups each period	Group Presentation Assess each group achievements
3.2	Demonstrate values of respecting different cultures and background in the communications	V2	Divide students in groups and change the leadership of groups each period	Group Presentation Assess each group achievements
...				

C. Course Content

No	List of Topics	Contact Hours
1	**Ice-breaking & Course Introduction**	4
2	**The Importance of Effective Communication** • Understanding Why Communication Matters (Chapter 1)	4
3	**Communication and Working in Teams** • Communicating Effectively in Teams (Chapter 2)	4
4	**Communication within the Challenge of Diversity** • Communication Challenges in a Diverse, Global Marketplace (Chapter 3)	6
5	**Business Messages** • Writing Business Messages (Chapter 5)	4
6	**Midterm**	
7	**Reports and Proposals** • Writing Reports and Proposals (Chapter 12)	6
8	**Business Presentations** • Developing and Delivering Business Presentations (Chapter 14)	4
9	**Résumés** • Building Careers and Writing Résumés (Chapter 15)	4
10	**Interviews** • Applying and Interviewing for Employment (Chapter 16)	4
Total		

D. Students Assessment Activities

NO	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	The "Platinum Rule" Questionnaire (Discussion)	Week 2	5%
2	Case Study #1 (Discussion)	Week 4	5%
3	Quiz	Week 5	5%
4	Midterm Exam	Week 7	25%
5	Email Assignment (writing and sending a professional email)	Week 7	5%
6	Group Presentation	Week 10	5%
7	Written Résumés	Week 11	5%
8	Final Exam	Week 12	45%

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

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Excellence in Business Communication, 12/E John V. Thill, and Courtland L. Bovee ISBN-10: 0134319052 • ISBN-13: 9780134319056 ©2017 • Pearson
Supportive References	N/A
Electronic Materials	
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom, lab
Technology equipment (projector, smart board, software)	Data Show, Smart Board , , software
Other equipment (depending on the nature of the specialty)	None

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of students assessment	Chair, Students, External Stakeholders Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders Department and quality committee	Review of course portfolios Instructor assessment by students

Assessment Areas/Issues	Assessor	Assessment Methods
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	BA DEPARTMENT
REFERENCE NO.	
DATE	28/01/2023