



Course Specification

(Bachelor)

Course Title: **Effective Business Communication**

Course Code **BIDA230**

Program: **Business Intelligence and Data Analysis**

Department: **Computer**

College: **Applied College**

Institution: **Najran University**

Version: **1**

Last Revision Date: 12/12/1446

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A. General information about the course:

1. Course Identification

1. Credit hours: (3 hours)

2. Course type

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

3. Level/year at which this course is offered: (2nd year, Term 4,5 or 6)

4. Course General Description:

This course equips students with essential skills to effectively communicate in a professional business setting. Students apply a variety of communication strategies, techniques, and tools to enhance their written, verbal, and non-verbal communication abilities. Topics include interpersonal communication, public speaking, business writing, presentation skills, and effective teamwork

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):

- Prepares students to communicate effectively in a professional business setting.
- Students apply a variety of communication strategies, techniques, and tools to real-world business situations.
- Students develop their written, verbal, and non-verbal communication abilities.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	36	100
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1	Lecture	36
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	36

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

CLOs		Aligned-PLOs
1	Knowledge and Understanding	
1.1	K1 Summarize the importance of effective communication skills in a business environment	K1
1.2	K2 Describe how effective communication skills support teamwork	K1
2	Skills :	
2.1	S1 Apply effective writing skills to a variety of business communications and reports	S4
2.2	S2 Deliver persuasive presentations	S4
2.3	S3 Demonstrate effective oral and interpersonal skills	S4
3	Values:	
3.1	V1 Demonstrate professionalism	V2
3.2	V2 Communicate effectively with a range of audiences	V1

C. Course Content

No	List of Topics	Co Hours
1	Chapter 1: Effective Business Communication	2
2	Chapter 2: Delivering Your Message	2
3	Chapter 3: Understanding Your Audience	2
4	Chapter 4: Effective Business Writing	2
5	Chapter 5: Writing Preparation	2
6	Chapter 6: Writing	2



7	Chapter 7: Revising and Presenting Your Writing	2
8	Chapter 8: Feedback in the Writing Process	2
9	Chapter 9: Business Writing in Action	2
10	Chapter 10: Developing Business Presentations	2
11	Chapter 11: Nonverbal Delivery	2
12	Chapter 12: Organization and Outlines	2
13	Chapter 13: Presentations to Inform	2
14	Chapter 14: Presentations to Persuade	2
15	Chapter 15: Business Presentations in Action	2
16	Chapter 16: Intrapersonal and Interpersonal Business Communication	2
17	Chapter 17: Negative News and Crisis Communication	1
18	Chapter 18: Intercultural and International Business Communication	1
19	Chapter 19: Group Communication, Teamwork, and Leadership	2
Total		48

D. Students Assessment Activities

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Case Study Project	during	20%
2	Oral Presentation	during	15%
3	Exam(mid)	8	25%
	Exam(final)	End of semester	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

Required Textbooks	Title: Essentials of Business Communication Publisher: Cengage Learning Published year: 2018 Author: Dana Loewy and Mary Ellen Guffey (e-book) ISBN: 9781337670791
Essential References Materials	
Electronic Materials	Business Communication for Success - Open Textbook Library (umn.edu)





Other Learning Materials

2. Required Facilities and equipment

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
Technology Resources (AV, data show, Smart Board, software, etc.)	Smartboard Presentation Technology Computer with MS Office
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

F. Assessment of Course Quality

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Survey (Indirect)
Effectiveness of teaching and assessment	Program Leader	Observation (Direct)
Student Achievement	Faculty, Program Leader	Assessment Data (Direct)

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)

G. Specification Approval

COUNCIL /COMMITTEE	المجلس التنفيذي
REFERENCE NO.	4600081176
DATE	22/12/1446

