



## 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



## Table of Contents

<b>A. General information about the course:</b> .....	<b>3</b>
<b>B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods</b> .....	<b>4</b>
<b>C. Course Content</b> .....	<b>5</b>
<b>D. Students Assessment Activities</b> .....	<b>6</b>
<b>E. Learning Resources and Facilities</b> .....	<b>6</b>
<b>F. Assessment of Course Quality</b> .....	<b>7</b>
<b>G. Specification Approval</b> .....	<b>7</b>





## A. General information about the course:

### 1. Course Identification

<b>1. Credit hours: ( 3 hours )</b>					
-------------------------------------	--	--	--	--	--

<b>2. Course type</b>					
-----------------------	--	--	--	--	--

A.	<input type="checkbox"/> University	<input type="checkbox"/> College	<input checked="" type="checkbox"/> Department	<input type="checkbox"/> Track	<input type="checkbox"/> Others
B.	<input checked="" type="checkbox"/> Required		<input type="checkbox"/> Elective		

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

<b>4. Course General Description:</b>					
---------------------------------------	--	--	--	--	--

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

<b>5. Pre-requirements for this course (if any):</b>					
--	--	--	--	--	--

N/A

<b>6. Co-requisites for this course (if any):</b>					
---	--	--	--	--	--

N/A

<b>7. Course Main Objective(s):</b>					
-------------------------------------	--	--	--	--	--

- 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.

<b>2. Teaching mode</b> (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)	
	<b>Total</b>	<b>36</b>

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

CLOs		Aligned-PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
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
<b>2</b>	<b>Skills :</b>	
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
<b>3</b>	<b>Values:</b>	
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
<b>Total</b>		<b>48</b>

#### 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

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





**Other Learning Materials**

**2. Required Facilities and equipment**

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Smartboard Presentation Technology Computer with MS Office
<b>Other Resources</b> (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

