



Academic Quality Assurance Department

Course Syllabus Form

College	Business and Economics		
Department	All students		
Program	Bachelor Degree		
Course Title	Business Language	Course Number	14110309
Year	2023/2024	Semester	First
Prerequisite(s)	English language 1		
Instructor name	Dr. Bahaa Razia		
Instructor's e-mail	bahaa.razia@mail.ptuk.edu.ps		
Office Hours	N/A		
Class Time	N/A	Class Room	10000
Course description (overview)	<p>This course introduces the student a good outcome from the technical scientific terms used in administrative science. It helps students to understand the vocabulary and expressions contained in various administrative, commercial and financial fields. The student will also be familiar with the principles of communication and its related aspects as well as writing business correspondence in the English language in addition to the types of such correspondence.</p>		



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Course Intended Learning Outcomes (CILOs)	<ol style="list-style-type: none">1. Understanding the challenges of communicating in a professional context, including participating in teams and communicating with diverse audiences2. Communicating ethically with sensitive attention to business etiquette3. Planning, writing, and producing a wide variety of messages and documents in the appropriate style for each audience and situation4. Conducting the research needed to support messages, documents, and presentations with relevant and reliable information5. Crafting a variety of brief message types that address a range of specific business communication needs6. Crafting high-quality reports and proposals7. Designing and creating basic visual elements, from charts and graphs to presentation slides8. Creating and delivering presentations using slides or other visuals9. Creating a package of job-search tools that you can use in your own job search, including an effective resume and a variety of supporting messages10. Developing the insights and skills needed to succeed in job interviews11. Using a variety of technologies to communicate efficiently and effectively
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Expected skills	To succeed in this course, you will need to be minimally proficient with Microsoft Word (including the ability to create, format, and print documents), Microsoft PowerPoint (including the ability to create presentation slides using templates and making minor modifications to slides and templates), the college's email system, and the [insert name] course management platform. If you aren't comfortable with any of these, please make the effort now to learn the basics, as you would be expected to on the job. You will need basic keyboarding skills. You are also expected to have basic proficiency in grammar, spelling, and punctuation. (You can refer to the Handbook of Grammar, Mechanics, and Usage in your textbook if you need to brush up on these basics.)
Course Concept	<p>This course seeks to replicate as closely as possible the opportunities, challenges, and expectations of communicating in the contemporary workplace while also providing you with a protected and supportive space in which to practice and develop your communication skills. No matter what your current levels of communication skill and confidence, you will have the opportunity to improve with the support of your instructor and your classmates.</p> <p>The course combines lectures, discussions, individual and team writing projects, presentations, and hands-on practice with a variety of digital communication tools.</p>
Textbook(s)	Business Communication Today, 14th Edition Courtland L Bovee, C. Allen Paul Distinguished Chair, Grossman College, John Thill, Communication Specialists of America
Other required material (References)	Power point presentation slides, recorded lectures, and course materials on Moodle and Zoom.



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Other Resources used (e.g. e-learning, field visits, periodicals, software, etc.)	<ol style="list-style-type: none"> 1. Broadband or High-Speed - DSL, Cable, and Wireless Connections. 2. PowerPoint Viewer (if you do not have PowerPoint) 3. Adobe PDF Reader
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Course Teaching Methods	
Teaching Method	CILOs (Course Intended Learning Outcomes)
Interactive lectures	1,2,3,4,5,6,7,8,9,10,11
quizzes and assignments	3,,5,,8,11
Recorded lectures	1,2,3,4,5,6,7,8,9,10,11
Discussion forum	1,,3,5,8,11

Assessment Type	Details/ Explanation of assessment in relation to CILOs	Weight (marks)	Date(s)
Midterm exam	N/A	N/A	2023/2024
Assignment	N/A	N/A	2023/2024
Discussion Forum	N/A	N/A	2023/2024
Quiz Using LMS	N/A	N/A	2023/2024
Oral examination	N/A	N/A	2023/2024
Final Exam	All chapters	N/A	2023/2024
Total		100%	

Required chapter	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
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Course Intended Learning Outcomes (CILOs)											
<u>CILOs</u>	<u>Mapping to Program ILOs</u>										
On successful completion of the course, students will be able to:	1	2	3	4	5	6	7	8	9	10	11
Understanding the challenges of communicating in a professional context, including participating in teams and communicating with diverse audiences	●			●	●		●				
Planning, writing, and producing a wide variety of messages and documents in the appropriate style for each audience and situation	●	●			●			●		●	●
Crafting a variety of brief message types that address a range of specific business communication needs			●			●	●				●
Designing and creating basic visual elements, from charts and graphs to presentation slides	●				●	●		●		●	
Developing the insights and skills needed to succeed in job interviews			●			●		●			
Using a variety of technologies to communicate efficiently and effectively	●				●				●	●	●
Crafting high-quality reports and proposals	●		●		●	●					



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Course Weekly Breakdown					
Week	Date	Topics Covered	CILOs	Lab Activities	Assesment
1	N/A	<p>Understanding Why Communication Matters The many benefits of effective business communication are now organised in the three categories of operations, intelligence, and relationships.</p> <p>Communicating as a Professional Employer expectations regarding communication abilities have been simplified to four groups of related skills.</p>	1,2	Read Chapter PDF, Practice the Learning Activities , Watch the Videos	Exams, Assignment, participation, Discussion Forums
2	N/A	<p>Collaborating on Communication Efforts Now includes advice for various collaboration arrangements, from writer-editor to full collaboration, and updates on technologies for collaborative communication.</p> <p>Business Etiquette in the Workplace Expanded coverage of workplace behaviour and the four levels of business attire.</p>	2,3	Read Chapter PDF, Practice the Learning Activities , Watch the Videos	Exams, Assignment, participation, Discussion Forums
3	N/A	<p>Recognising Variations in a Diverse World Updated coverage of generational differences and ability differences.</p> <p>New highlight box: Intelligent Communication Technology: Real-Time Translation</p>	3,4	Read Chapter PDF, Practice the Learning Activities , Watch the Videos	Exams, Assignment, participation, Discussion Forums



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4	N/A	<p>Choosing Between Direct and Indirect Approaches Describes the three scenarios where the indirect approach is most likely to be helpful.</p> <p>Building Reader Interest with Storytelling Techniques Adds the use of storytelling in planning and decision-making.</p>	3,4	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation
5	N/A	<p>New Communication Close-Up featuring independent business writer Kaleigh Moore Using Words Correctly Expanded discussion of the dilemmas business communicators face regarding the evolution of language, such as the increasing acceptance of they as a singular pronoun.</p>	4,5	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation
6	N/A	<p>New highlight box: Apply Your Skills Now: Make QA Part of Your Communication Process</p> <p>Improving Your Nonverbal Communication Skills Expanded discussion de- bunks the myth that nonverbal signals carry most of the message in face-to- face communication.</p>	5,6	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation
7	N/A	<p>Business Messaging Updated coverage of the six categories of short-messaging services in use in business today and tips for successful messaging. New highlight box: Apply Your Skills Now: Develop Professional-Grade Email Skills New highlight box: Intelligent Communication Technology: Nice Chatting with You.</p>	6,7	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation



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8	N/A	<p>New Communication Close-Up describing how Exterior Media used an internal social network to improve organisational communication.</p> <p>How Businesses Use Social Media for Internal and External Communication Updated coverage of how businesses use social networking for both internal and external communication.</p>	7,8	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation
9	N/A	<p>Collaborative Writing on Wikis New advice on the managerial issues of using wikis for internal and external communication.</p> <p>New highlight box: Intelligent Communication Technology: Monitoring the Social Media Sphere with Smart Listening Tools</p>	8,9	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation
10	N/A	<p>New Communication Close-Up discusses how Tableau Software is making data visualisation tools easily accessible to business professionals who must work with increasingly complex sets of data.</p> <p>Selecting Visuals for Presenting Data New coverage of radar diagrams New highlight box: Intelligent Communication Technology: Augmented Reality and Virtual Reality</p>	9,10	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation



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11	N/A	<p>Writing Instructions New section with tips for writing effective user guides and other instructional material.</p> <p>Asking for Recommendations Expanded information on this challenging communication task.</p>	8,9	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation
12	N/A	<p>New Communication Close-Up on Wells Fargo's efforts to recover from its massive accounts scandals.</p> <p>Using the Direct Approach for Negative Messages Coverage of apologies expanded with a four-step decision process.</p> <p>Refusing Requests for Recommendations and References Updated with clear guidance on how to sensitively refuse these requests.</p>	9,10	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation
13	N/A	<p>New Communication Close-Up on Katrina Lake's use of persuasive communication to help launch the revolutionary clothing company Stitch Fix.</p> <p>Balancing the Three Types of Persuasive Appeals Expanded with an introduction to the three classical appeals of ethos, pathos, and logos.</p>	10,11	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation
14	N/A	<p>New Communication Close-Up that highlights how John Deere uses its annual reports to communicate effectively with its diverse stakeholders.</p>	8,9	<p>Read Chapter PDF, Practice the Learning Activities , Watch the Videos</p>	Exams, Assignment, participation



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15	N/A	New Communication Close-Up on McKinsey & Company's innovative Five Fifty report format, which combines mobile-friendly five-minute overviews with in-depth analytical reports.	9,10	Read Chapter PDF, Practice the Learning Activities , Watch the Videos	Exams, Assignment, participation
16	N/A	Finding the Ideal Opportunity in Today's Job Market Updated with advice on dealing with AI during the job search and cleaning up one's digital footprint. Building Your Network Updated with more advice on becoming a valued career networker.	7,11	Read Chapter PDF, Practice the Learning Activities , Watch the Videos	Exams, Assignment, participation