

Course Syllabus

| | | |
|----|---|---|
| 1 | Course title | Business Communication |
| 2 | Course number | 1603121 |
| 3 | Credit hours | 3 |
| | Contact hours (theory, practical) | 3 |
| 4 | Prerequisites/corequisites | |
| 5 | Program title | Business Administration |
| 6 | Program code | 010 |
| 7 | Awarding institution | The University of Jordan |
| 8 | School | Business School |
| 9 | Department | Business Administration |
| 10 | Level of course | Third year |
| 11 | Year of study and semester (s) | 2021-2022 / 1 st Semester |
| 12 | Other department (s) involved in teaching the course | - |
| 13 | Main teaching language | English |
| 14 | Delivery method | <input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online |
| 15 | Electronic platform(s) | <input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others..... |
| 16 | Issuing/Revision Date | October 2021 |

17 Course Coordinator:

Name: Niveen Alsayed

Office number:

Phone number:

Email: n.alsayed@ju.edu.jo

18 Other instructors:

Name: -

Office number:

Phone number:

Email:

19 Course Description:

As stated in the approved study plan.

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing favorable relations outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication.

20 Course aims and outcomes:

A- Aims:

1. Analyze audience to target oral and verbal communications; understand the importance of interpersonal skills in the communication process; and sense the subtleties of positive, effectively worded communications to build goodwill.
 2. Understand the effects of technology and ethics on the communication process.
 3. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction,
 4. Consider the purpose of communication to develop an effective structure of ideas.
 5. Format to enhance content and represent data in appropriate formats.
 6. Understand the job application process to communicate effectively through resumes, application letters, interviews, and follow-up correspondence.
 7. Compose informative and positive letters and memos.
 8. Compose effective negative messages that are accepted by the readers.
 9. Write persuasive messages that lead the reader to take desired actions.
 10. Plan and deliver effective oral presentations to meet the needs of the audience using PowerPoint presentation software.
 11. Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts,
 12. Review skills necessary for working and writing in groups, and
- Consider implications of communicating in an increasingly diverse and global work environment

B- Students Learning Outcomes (SLOs):

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

| SLOs SLOs of the course | SLO (1) Examine the main concepts, principles and theories associated with business management and discuss a substantial body of subject-based knowledge of business. | SLO (2) Apply problem solving, critical thinking and decision making skills to solve problems related to business management and recommend further actions. | SLO (3) Develop intellectual and transferrable personal and communication skills applicable to further study and careers. | SLO (4) Design a clearly written, concise business model analyses, and deliver clear, well organized, persuasive oral presentations. |
|---|--|--|--|---|
| 1- Understand a conceptual framework of business communication. | * | | | |
| 2- Understand Today's Diverse and Dynamic Workplace. | * | * | | |
| 4- Acquire the skills that managers and employees need to plan, write and complete business messages | * | | * | * |
| 5- Apply the three-step writing process to persuasive messages | | | * | * |
| 6- Acquire the skills that managers and employees need to write formal reports and proposals | | | * | * |
| 7- Explain how to adapt to your audiences when writing reports and proposals, and describe the choices involved in drafting report and proposal content | | | * | * |

21. Topic Outline and Schedule:

| Week | Lecture | Topic | Intended Learning Outcome | Learning Methods (Face to Face/Blended/ Fully Online) | Platform | Synchronous/ Asynchronous Lecturing | Evaluation Methods | Resources |
|------|---------|---|---------------------------|---|----------------------------|-------------------------------------|---|---|
| 1 | 1.1 | Introduction to Business Communication | 1 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 1.2 | Introduction to Business Communication | 1 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 2 | 2.1 | Achieving Success in Business Communication | 1 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 2.2 | Achieving Success in Business Communication | 1 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 3 | 3.1 | Communicating in a World of Diversity. | 2 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 3.2 | Communicating in a World of Diversity. | 2 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 4 | 4.1 | Communicating in a World of Diversity. | 2 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |

| | | | | | | | | |
|---|-----|--|-----|---------|----------------------------|------|---|---|
| | 4.2 | Communicating in a World of Diversity. | 2 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 5 | 5.1 | Writing Business Messages. | 3 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 5.2 | Writing Business Messages. | 3 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 6 | 6.1 | Writing Business Messages. | 3 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 6.2 | Writing Business Messages. | 3 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 7 | 7.1 | Writing Persuasive Messages. | 4 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 7.2 | Writing Persuasive Messages. | 4 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 8 | 8.1 | Writing Persuasive Messages. | 4 | Blended | Moodle and Microsoft Teams | 2 /1 | Mid Term Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 8.2 | Mid Term Exam | 1-4 | | On Campus | | | |

| | | | | | | | | |
|----|------|-----------------------------------|---|---------|----------------------------|------|--|---|
| | 9.1 | Planning Reports and Proposals. | 5 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 9.2 | Planning Reports and Proposals. | 5 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 10 | 10.1 | Writing Reports and Proposals. | 5 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 10.2 | Writing Reports and Proposals. | 5 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 11 | 11.1 | Writing Reports and Proposals. | 6 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 11.2 | Writing Exercises | 6 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 12 | 12.1 | Completing Reports and Proposals. | 6 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 12.2 | Completing Reports and Proposals. | 6 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 13 | 13.1 | Completing Reports and Proposals. | 7 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |

| | | | | | | | | |
|----|------|-----------------------------------|-----|---------|----------------------------|------|--|---|
| | 13.2 | Completing Reports and Proposals. | 7 | | | | | |
| 14 | 14.1 | Presentation of projects | 1-7 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 14.2 | Presentation of projects | 1-7 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 15 | 15.1 | Presentation of projects | 1-7 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| | 15.2 | Presentation of projects | 1-7 | Blended | Moodle and Microsoft Teams | 2 /1 | Final Exam; Cases discussions/ Assignments | Live Lectures; PowerPoint Slides; Online Discussion |
| 16 | 16.1 | Final Exam | 1-7 | | On Campus | | | |

22. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

| Evaluation Activity | Mark | Topic(s) | SLOs | Period (Week) | Platform |
|---------------------|------|---------------------|------|---------------|----------|
| Course Work | 30 | Different | 1-7 | Different | Moodle |
| Mid – Term Exam | 30 | Ch.1 +Ch. 3 + Ch. 5 | 1-4 | Week 4 | Moodle |
| Final Exam | 40 | All covered topics | 1-7 | Week 14 | Moodle |



23 Course Requirements:

Students should have personal computers or smart phone in addition to activate their JU accounts.

24 Course Policies:

A- Attendance policies:

Students should attend two live classes every week at least during the semester via Microsoft Teams. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

B- Absences from exams and handing in assignments on time:

Students should not miss their exam except under extreme circumstances. They are then asked and to produce evidence as an excuse for their absence signed by the assistant Dean for students' affairs.

Students should submit their assignments on dates set by their class Professor.

C- Honesty policy regarding cheating, plagiarism, misbehavior:

All the assignments and work submitted by the student must be his or her own. All actions of academic dishonesty including cheating, plagiarism or helping other students in such actions will be dealt with strictly in accordance with the university regulations.

D- Grading policy:

Based on the University's grading policy

E- Available university services that support achievement in the course:

25 References:

A- Required book(s), assigned reading and audio-visuals:

John V. Till & Courtland L. Bovée (2013). Excellence in Business Communication, 10th Ed. Pearson/Prentice Hall.

Uploaded lectures on Moodle.



26 Additional information:

| |
|---|
| - |
|---|

| |
|--|
| Name of Course Coordinator: Niveen Alsayed Signature: ----- Date: October 2021 |
| Head of Curriculum Committee/Department: ----- Signature: ----- |
| Head of Department: ----- Signature: ----- |
| Head of Curriculum Committee/Faculty: ----- Signature: ----- |
| Dean: ----- Signature: ----- |