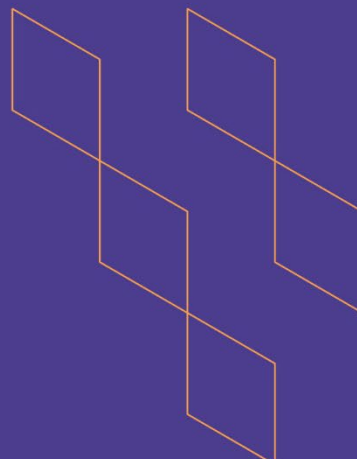




T-104  
2022

## Course Specification



|                     |  |
|---------------------|--|
| Course Title:       | <b>Business Communication</b>                                      |
| Course Code:        | <b>MGT 331</b>   |
| Program:            | <b>Bachelor of Science in Business Administration / Management</b> |
| Department:         | <b>Management</b>  |
| College:            | <b>Business Administration &amp; Tourism</b>                       |
| Institution:        | <b>The University of Prince Mugrin (UPM)</b>                       |
| Version:            | <b>2</b>   |
| Last Revision Date: | <b>9 August 2023</b>   |



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## A. General information about the course:

### Course Identification

1. Credit hours: 3 credit hours

#### 2. Course type

a. University  College  Department  Track  Others

b. Required  Elective

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

#### 4. Course general Description

Business Communication is an important course of practical and theoretical instruction that introduces students to and prepares them for supervisory and managerial positions in business. This course provides students with the skills and knowledge of communication in the business environment. There is a strong focus on the understanding the process of communication in the business context and its application to effective business communication in oral and written forms, and interpersonal skills across teams and cultures

5. Pre-requirements for this course (if any): ENGL 201;

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

#### 7. Course Main Objective(s)

At the end of this course, students will be able to:

1. Understand business communication concepts that serve as a basis for effective spoken and written communication
2. Develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents

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

| No | Mode of Instruction   | Contact Hours | Percentage |
|----|-----------------------|---------------|------------|
| 1. | Traditional classroom | 45            | 100%       |





| No | Mode of Instruction  | Contact Hours | Percentage |
|----|--|---------------|------------|
| 2. | E-learning   |               |            |
| 3. | Hybrid <ul style="list-style-type: none"> <li>Traditional classroom</li> <li>E-learning</li> </ul> |               |            |
| 4. | Distance learning  |               |            |

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

| No | Activity          | Contact Hours |
|----|-------------------|---------------|
| 1. | Lectures          | 30            |
| 2. | Laboratory/Studio | 0             |
| 3. | Field             | 0             |
| 4. | Tutorial          | 0             |
| 5. | Others (specify)  | 15            |
|    | <b>Total</b>      | <b>45</b>     |

\* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

## 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  | Identify different types of communications and analyze their desirable and undesirable consequences. | K2                                | <ul style="list-style-type: none"> <li>Case studies</li> <li>Compare and contrast (with charts, tables, and Venn diagrams)</li> <li>Concept map</li> <li>Debates</li> <li>Discussions</li> <li>Flowchart</li> <li>Graph</li> <li>Group investigation</li> <li>Mind map</li> <li>Questionnaire</li> <li>Report/Survey</li> </ul> | <ul style="list-style-type: none"> <li>Analysis paper</li> <li>Case study</li> <li>Evaluation criteria</li> <li>Research paper</li> <li>Review paper</li> </ul> |





| Code | Course Learning Outcomes   | Code of CLOs aligned with program | Teaching Strategies   | Assessment Methods   |
|------|--|-----------------------------------|---|--|
| 1.2  | Apply time management principles when conducting a variety of business tasks.                    | K2                                | <ul style="list-style-type: none"> <li>• Case studies</li> <li>• Concept map</li> <li>• Creating examples</li> <li>• Demonstrations</li> <li>• Group work</li> <li>• Map</li> <li>• Problem-solving tasks</li> <li>• Short answers</li> </ul>   | <ul style="list-style-type: none"> <li>• Discussion board post</li> <li>• Presentation</li> <li>• Problem-solving tasks</li> <li>• Short answers</li> </ul>                                    |
| 2.0  | Skills   |                                   |   |  |
| 2.1  | Apply appropriate communication techniques to deal with groups/teams to accomplish stated goals. | S4                                | <ul style="list-style-type: none"> <li>• Case studies</li> <li>• Concept map</li> <li>• Creating examples</li> <li>• Demonstrations</li> <li>• Group work</li> <li>• Map</li> <li>• Problem-solving tasks</li> <li>• Short answers</li> </ul>   | <ul style="list-style-type: none"> <li>• Discussion board post</li> <li>• Presentation</li> <li>• Problem-solving tasks</li> <li>• Short answers</li> </ul>                                    |
| 2.2  | Create an employment communication portfolio   | S1                                | <ul style="list-style-type: none"> <li>• Brainstorm</li> <li>• Decision-making tasks</li> <li>• Develop and describe new solutions or plans.</li> <li>• Design project</li> <li>• Performances</li> <li>• Presentations</li> <li>• Research projects</li> <li>• Written assignment</li> </ul> | <ul style="list-style-type: none"> <li>• Develop criteria to evaluate the product or solution.</li> <li>• Grant proposal</li> <li>• Outline alternative solution\ Research proposal</li> </ul> |
| 2.3  | Apply persuasive writing principles in business communication                                    | S4                                | <ul style="list-style-type: none"> <li>• Case studies</li> <li>• Concept map</li> <li>• Creating examples</li> </ul>  | <ul style="list-style-type: none"> <li>• Discussion board post</li> <li>• Presentation</li> </ul>  |





| Code | Course Learning Outcomes   | Code of CLOs aligned with program | Teaching Strategies  | Assessment Methods  |
|------|--|-----------------------------------|--|---|
|      | (presentations, reports, etc.)   |                                   | <ul style="list-style-type: none"> <li>• Demonstrations</li> <li>• Group work</li> <li>• Map</li> <li>• Problem-solving tasks</li> <li>• Short answers</li> </ul>  | <ul style="list-style-type: none"> <li>• Problem-solving tasks</li> <li>• Short answers</li> </ul>  |
| 3.0  | Values, autonomy, and responsibility   |                                   |  |   |
| 3.1  | Organize and present the information and findings of business research in appropriate written and oral forms | V3                                | <ul style="list-style-type: none"> <li>• Analyze and contrast (with charts, tables, and Venn diagrams)</li> <li>• Concept map (report formal and informal experiences and identify skills)</li> </ul>  | <ul style="list-style-type: none"> <li>• Develop realistic aspirations.</li> <li>• Prioritize time to meet goals.</li> <li>• Focus groups.</li> <li>• Questionnaires</li> <li>• Ability to solve new problems</li> </ul>        |
| 3.2  | Engage in professional development activities and participate in developing team's performance.              | V3                                | <ul style="list-style-type: none"> <li>• Active participation in classroom activities</li> <li>• Brainstorm ideas</li> <li>• Group discussions</li> <li>• Present in front of an audience.</li> <li>• Problem-solving activities</li> <li>• Role-play</li> <li>• Written assignments (essays, reports</li> </ul> | <ul style="list-style-type: none"> <li>• Attendance</li> <li>• Neatness and carefulness (with minimal errors) of submitted work</li> <li>• Meet deadlines</li> <li>• Proposals of new plans</li> <li>• Questionnaire</li> </ul> |





| Code | Course Learning Outcomes | Code of CLOs aligned with program | Teaching Strategies | Assessment Methods   |
|------|--------------------------|-----------------------------------|---------------------|--|
|      |                          |                                   |                     | <ul style="list-style-type: none"> <li>• Rating scale</li> <li>• Reflection piece</li> <li>• Report on extracurricular activities</li> </ul> |

### C. Course Content

| No           | List of Topics  | Contact Hours |
|--------------|---|---------------|
| 1.           | Communicating and leading at work                                       | 3             |
| 2.           | Being aware of self and others: enhancing communication and leadership. | 3             |
| 3.           | Using verbal and nonverbal messages.                                    | 3             |
| 4.           | Listening and responding.   | 3             |
| 5.           | Adapting to differences.  | 3             |
| 6.           | Relating to others at work.   | 3             |
| 7.           | Interviewing principles and skills.                                     | 3             |
| 8.           | Interviewing types.   | 3             |
| 9.           | Collaborating in teams.   | 3             |
| 10.          | Enhancing team meetings.  | 3             |
| 11.          | Developing your professional presentations.                             | 6             |
| 12.          | Delivering professional presentations.                                  | 3             |
| 13.          | Achieving your presentation goals: informing, and persuading.           | 3             |
| 14.          | Writing for business  | 3             |
| <b>Total</b> |   | <b>45</b>     |

### D. Students Assessment Activities

| No           | Assessment Activities * | Assessment timing (in week no) | Percentage of Total Assessment Score |
|--------------|-------------------------|--------------------------------|--------------------------------------|
| 1.           | Quizzes                 | Week 3, 9,12                   | 10%                                  |
| 2.           | Midterm                 | Week 8                         | 20%                                  |
| 3.           | Assignments             | Week 4, 10,12                  | 10%                                  |
| 4.           | Project                 | Week 10                        | 15%                                  |
| 5.           | Final Exam              | Week 16                        | 40%                                  |
| <b>Total</b> |                         |                                | <b>100%</b>                          |

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)





## E. Learning Resources and Facilities

### 1. References and Learning Resources

|                          |   |
|--------------------------|---|
| Essential References     | Newman, Amy. Business Communication 10th Edition (2016): In Person, In Print, Online. Cengage Learning.<br>SBN-13: 978-1305500648<br>Essentials of Business Communication 11th Edition<br>by Mary Ellen Guffey, Dana Loewy<br>ISBN-13: 978-1337386494 |
| Supportive References    |   |
| Electronic Materials     | Electronic material such as online Videos related to OPM are provided through MLS.  |
| Other Learning Materials |   |

### 2. Required Facilities and equipment

| Items  | Resources  |
|--|--|
| facilities<br>(Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) | Regular classrooms with whiteboard and projector. Lecture rooms with sufficient Audio-Visual facilities) Lecture Theater for Guest Lecture or Seminar) |
| Technology equipment<br>(projector, smart board, software)                         | AV, Smart Board, Internet Connection, Learning Management System   |
| Other equipment<br>(depending on the nature of the specialty)                      | Sufficient qualified experts in finance<br>Library/resource center (including on-line resources)   |

## F. Assessment of Course Quality

| Assessment Areas/Issues               | Assessor   | Assessment Methods  |
|---------------------------------------|--|---|
| Effectiveness of teaching             | <ul style="list-style-type: none"> <li>Students</li> <li>Faculty</li> <li>Peers</li> </ul>   | <b>Indirect:</b> <ul style="list-style-type: none"> <li>course evaluation survey, Faculty reflection in course reports.</li> </ul> <b>Direct:</b> class observations. |
| Effectiveness of students' assessment | <ul style="list-style-type: none"> <li>students</li> <li>Faculty,</li> <li>Peers,</li> </ul> | <b>Indirect:</b> <ul style="list-style-type: none"> <li>Course evaluation survey</li> </ul> <b>Direct:</b> peer reviews   |
| Quality of learning resources         | <ul style="list-style-type: none"> <li>Students</li> <li>Faculty</li> <li>Admin</li> </ul>   | <b>Indirect:</b> <ul style="list-style-type: none"> <li>Course evaluation survey.</li> </ul>  |







|   |   |   |
|---|---|---|
|   |   | <p><b>Direct:</b></p> <ul style="list-style-type: none"> <li>inventory checks with the library.</li> </ul>  |
| The extent to which CLOs have been achieved | <ul style="list-style-type: none"> <li>Students</li> <li>Faculty</li> </ul> | <p><b>Indirect:</b></p> <ul style="list-style-type: none"> <li>Course evaluation survey.</li> </ul> <p><b>Direct:</b></p> <ul style="list-style-type: none"> <li>Collecting data from different assessment activities.</li> </ul> |
| Other                                       |   |   |

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

**Assessment Methods** (Direct, Indirect)

## G. Specification Approval Data

|                    |   |
|--------------------|---|
| COUNCIL /COMMITTEE | MANAGEMENT & MARKETING DEPARTMENT COUNCIL |
| REFERENCE NO.      | MGT & MKT 1. 23-24                        |
| DATE               | 21 AUG 2023                               |



| Code | Course Learning Outcomes   | Code of CLOs aligned with program | Code of CLOs aligned with ACCT program | Code of CLOs aligned with FIN program |
|------|--|-----------------------------------|--|---------------------------------------|
| 1.0  | Knowledge and understanding  |                                   |  |                                       |
| 1.1  | Identify different types of communications and analyze their desirable and undesirable consequences.         | K2                                | ACCT PLO K2                            | FIN PLO K2                            |
| 1.2  | Apply time management principles when conducting a variety of business tasks.                                | K2                                | ACCT PLO K2                            | FIN PLO K2                            |
| 2.0  | Skills   |                                   |  |                                       |
| 2.1  | Apply appropriate communication techniques to deal with groups/teams to accomplish stated goals.             | S4                                | ACCT PLO S3                            | FIN PLO S3                            |
| 2.2  | Create an employment communication portfolio   | S1                                | ACCT PLO S3                            | FIN PLO S3                            |
| 2.3  | Apply persuasive writing principles in business communication (presentations, reports, etc.)                 | S4                                | ACCT PLO S3                            | FIN PLO S3                            |
| 3.0  | Values, autonomy, and responsibility   |                                   |  |                                       |
| 3.1  | Organize and present the information and findings of business research in appropriate written and oral forms | V3                                | ACCT PLO V1                            | FIN PLO V1                            |
| 3.2  | Engage in professional development activities and participate in developing team's performance.              | V3                                | ACCT PLO V1                            | FIN PLO V1                            |

