

Philadelphia University	 PHILADELPHIA UNIVERSITY <small>THE WAY TO THE FUTURE</small>	Approved Date: 2023/06/23
Faculty: Business		Issue: 2
Department: Business Administration		Credit Hours: 3 hours
Academic Year: 2024/2025		Degree: Bachelor

Course Information

Course No.	Course Title	Prerequisite
0330200	Business Communication Skills I	0116107
Course Type		Class Time
<input type="checkbox"/> University Requirement <input checked="" type="checkbox"/> Faculty Requirement <input type="checkbox"/> Major Requirement <input type="checkbox"/> Elective <input type="checkbox"/> Compulsory		
Course Level*		Hours No.*
<input checked="" type="checkbox"/> 6 th <input type="checkbox"/> 7 th <input type="checkbox"/> 8 th <input type="checkbox"/> 9 th		30

*According to JNQF standards

Instructor Information

Name	Office No.	Phone No.	Office Hours	E-mail
Dr.abdallah abusalma				Aabusalma@philadelphia.edu.jo

Course Delivery Method

<div><input checked="" type="checkbox"/> Blended</div> <div><input type="checkbox"/> Online</div> <div><input type="checkbox"/> Physical</div>			
Learning Model			
Percentage	Synchronous	Asynchronous	Physical
	--	33.5%	66.5%

Course Description

<p>Providing students with the required verbal and non-verbal communication skills that will enable them to apply these skills in individual and group settings.</p>
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Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Identify the purpose of communication within business contexts.	Kp1
K2	A comprehensive understanding of effective communication methods	Kp2
K3	Deep knowledge of how to use verbal and non-verbal communication methods in the workplace	Kp2
Skills		
S1	Employ appropriate and effective verbal and nonverbal communication skills.	Sp1
S2	Demonstrate the ability to practice effective communication in the field of work.	Sp1

Learning Resources

Course Textbook	Floyd, K., & Cardon, P. (2020). <i>Business and Professional Communication</i> (1 st ed.). Mc Graw Hill.
Supporting References	Quintanilla, K. M., & Wahl, S. T. (2018). <i>Business and Professional Communication: KEYS for Workplace Excellence</i> (4 th ed.). SAGE Publications Inc. Blundel, R., Ippolito, K., & Donnarumma, D. (2013). <i>Effective Organisational Communication: Perspectives, principles and practices</i> (4 th ed.). Pearson.
Supporting Websites	www.ebsco.com http://library.philadelphia.edu.jo/ST_EN.htm https://hbr.org/topic/business-communication https://bit.ly/3vbIsIH (APA7 Referencing)
Teaching Environment	<input checked="" type="checkbox"/> Classroom <input type="checkbox"/> laboratory <input type="checkbox"/> Learning Platform <input type="checkbox"/> Other

Meetings and Subjects Time Table

Week	Topic	Learning Method*	Task	Learning Material
1	Course introduction	Orientation	<ul style="list-style-type: none"> • Introduce the instructor • Meet students • Syllabus introduction • Course rules and expectations 	Syllabus

2	Introduction to Business Communication <ul style="list-style-type: none"> • Understanding the Communication Process • elements of the communication process 	Lecture	<ul style="list-style-type: none"> • Read chapter 1 • Discussions 	Chapter 1
3	Introduction to Business Communication <ul style="list-style-type: none"> • Communication in Professional Networks • credible communicators build trust 	<ul style="list-style-type: none"> • Lecture 	<ul style="list-style-type: none"> • Read chapter 1 • Discussions 	Chapter 1
4	Culture, Diversity, and Communication <ul style="list-style-type: none"> • Definitions • Appreciating Culture and Human Diversity 	<ul style="list-style-type: none"> • Lecture • Collaborative learning 	<ul style="list-style-type: none"> • Read chapter 2 • In-class group work • Video and discussions 	Chapter 2
5	Culture, Diversity, and Communication <ul style="list-style-type: none"> • Conducting Business on a Global Scale • Addressing Diversity in an Ethical Manner 	<ul style="list-style-type: none"> • Lecture • Collaborative learning 	<ul style="list-style-type: none"> • Read chapter 2 • In-class group work • Video and discussions 	Chapter 2b
6	Culture, Diversity, and Communication <ul style="list-style-type: none"> • Communicating with Cultural Proficiency 	<ul style="list-style-type: none"> • Lecture • Collaborative learning 	<ul style="list-style-type: none"> • Read chapter 2 • In-class group work • Quiz1 	Chapter 2c
7	Verbal Communication <ul style="list-style-type: none"> • Definitions • How People Use Language • Fostering Effective Verbal Communication 	<ul style="list-style-type: none"> • Lecture • Collaborative learning • Problem solving based learning 	<ul style="list-style-type: none"> • Read chapter 3 • In-class activities and games • Video and discussions 	Chapter 3 (supporting material 1)
8	Nonverbal Communication <ul style="list-style-type: none"> • Definitions • Channels of Nonverbal Messages • Improving Your Nonverbal Communication Skills 	<ul style="list-style-type: none"> • Lecture • Collaborative learning • Problem solving based learning 	<ul style="list-style-type: none"> • Read chapter 3 • In-class activities and games • Video and discussions (body language) 	Chapter 3b (supporting material 1)
Midterm Exam				
9	Listening Skills <ul style="list-style-type: none"> • Active listening • Effective listening 	<ul style="list-style-type: none"> • Lecture • Collaborative learning 	<ul style="list-style-type: none"> • Read chapter 4 • In-class activities and games 	Chapter 4
10	Listening Skills	<ul style="list-style-type: none"> • Lecture 	<ul style="list-style-type: none"> • Read chapter 4 	Chapter 4b

	<ul style="list-style-type: none"> Listening forms 	<ul style="list-style-type: none"> Collaborative learning 	In-class activities and games	
11	Written Communication <ul style="list-style-type: none"> Effective writing Real-life examples 1-minute message	<ul style="list-style-type: none"> Lecture Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Read chapter 10 In-class group work Develop 1-minute message Quiz 2	Chapter 10 (supporting material 1)
12	Written Communication <ul style="list-style-type: none"> Writing for External Audiences on social media 1-minute message 	<ul style="list-style-type: none"> Lecture Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Read chapter 10 In-class group work Develop 1-minute message 	Chapter 10b (supporting material 1)
13	Presentation and Research Skills <ul style="list-style-type: none"> Definitions Presentation forms Developing presentations 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter 11-14 In-class group work Video and discussions 	Chapters 11-14
14	Presentation and Research Skills <ul style="list-style-type: none"> Conducting research Delivering the presentation 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter 11-14 In-class group work Video and discussions 	<ul style="list-style-type: none"> Chapters 11-14
15	Group Presentations	Project based learning	Presentations	Students' research
16	Final Exam			

*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
<ul style="list-style-type: none"> Students will use search engines and various internet-based techniques to conduct research and execute homework and projects. Students will submit their homework and projects in printed and electronic copies. Students will develop and deliver an engaging presentation using interactive technological techniques.
Communication Skills
<ul style="list-style-type: none"> Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. Students will develop effective messages and written material in classroom activities and assignments. Students will engage with others in the classroom and within groups. Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.

- Students will communicate confidently and clearly in classroom activities and projects.

Application of Concept Learnt

- Students will implement the learned communication forms and skills in performing the different assignments and participating in the classroom and debate.
- Apply verbal, nonverbal, research, and writing communication methods in developing and delivering an effective, engaging presentation.

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Activity	Assessment Time (Week No.)	Course Outcomes to be Assessed
Mid Term Exam	% 30	Exam	8 th week	K1, K2, K3
Term Works* 30%	%10	Quiz 1	6 th week	K1, K2, K3
	%10	Quiz 2	11 th week	K1, K2, K3
	%10	Presentation	15 th week	K1, K2, K3, S1
Final Exam	% 40	Exam	16 th week	K1, K2, K3 S1, S2
Total	%100			

* Include: quizzes, in-class and out of class assignment, presentations, reports, videotaped assignment, group or individual project.

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Identify the purpose of communication within business contexts.	<ul style="list-style-type: none"> • Lecture 	<ul style="list-style-type: none"> • Exams
K2	A comprehensive understanding of effective communication methods	<ul style="list-style-type: none"> • Lecture • Collaborative learning 	<ul style="list-style-type: none"> • Exams • Homework • Quiz
K3	Deep knowledge of how to use verbal and non-verbal communication methods in the workplace	<ul style="list-style-type: none"> • Lecture • Flipped class 	<ul style="list-style-type: none"> • Exams • Homework • Quiz
Skills			
S1	Employ appropriate and effective verbal and nonverbal communication skills.	<ul style="list-style-type: none"> • Lecture • Collaborative learning • Problem solving based learning • Project based learning 	<ul style="list-style-type: none"> • In-class activities and discussions • Presentation • Debate
S2	Demonstrate the ability to practice effective communication in the field of work.	<ul style="list-style-type: none"> • Lecture • Collaborative learning • Problem solving based learning 	<ul style="list-style-type: none"> • In-class activities and discussions • Presentation

		• Project based learning	• Debate
Competencies			

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Policies

Policy	Policy Requirements
Passing Grade	The minimum passing grade for this course is (50%), and the minimum accepted final mark is (35%).
Missing Exams	<ul style="list-style-type: none"> • A zero mark shall be placed on the exam and calculated in the final grade for any student absent from a declared midterm exam <u>without</u> a sick or compulsive excuse accepted by the dean of the college who proposes the course. • Any student absent from a declared midterm exam with a sick or compulsive excuse <u>accepted</u> by the dean of the college who proposes the course must submit proof of that excuse within a week from the excuse's passing date, and in this case, the course instructor must hold a make-up exam for that student. • Any student absent from a final exam with a sick or compulsive excuse <u>accepted</u> by the dean of the college who proposes the material must submit proof of that excuse within three days from the date of holding that exam.
Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lectures (for Mon and Wed classes) and seven lectures (for Sun, Tues, and Thur classes). If any student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of faculty, they will be prohibited from taking the final exam, and the course's result will be considered (zero). However, if the absence is due to illness or a compulsive excuse accepted by the dean of faculty, it will be deemed a withdrawal from the course, and withdrawal provisions will be applied.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions will be applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (i.e., academic theft), collusion, and intellectual property rights.

Program Learning Outcomes to be assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes' Assessment Method

Number	Detailed Description of Assessment