

e- Syllabus

1	Course title	Organizational and Business Communication
2	Course number	2205735
3	Credit hours	3
	Contact hours (theory, practical)	3
4	Prerequisites/Co requisites	Students have to pass the TOEFL with a score of 550 or higher, or attain an equivalent score in other international EFL tests.
5	Program title	M.A Degree in Language, Culture, and Communication
6	Program code	
7	Awarding institution	University of Jordan
8	School	Faculty of Foreign Languages
9	Department	Linguistic Department
10	Level of course	M.A Degree
11	Year of study and semester (s)	2023/2024
12	Final Qualification	M.A
13	Other department (s) involved in teaching the course	--
14	Language of Instruction	English
15	Teaching methodology	<input checked="" type="checkbox"/> Blended <input checked="" type="checkbox"/> Online <input checked="" type="checkbox"/> Face to Face
16	Electronic platform(s)	<input checked="" type="checkbox"/> E-learning <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
17	Date of production/revision	November 2023

18 Course Instructor

Name:

Office number:

Phone number:

Email:

Office Hours:

19 Other instructors:

Name:

Office number:-

Phone number:

Name:

Office number:

Phone number:

Email

Name:

Office number:

Phone number:

Email:

Name:

Office number:

Phone number:

Email:

20 Course Description:

The course focuses on the process of communication within organizations such as formal communication: (downward, upward, and horizontal), informal communication (gossiping), teamwork , small group communication , customer care communication with internal and external public of organizations, types of customers, organizational excellence culture, decision-making and problem-solving processes , conflict resolution, and negotiation skills.

21 Course aims and outcomes:

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						weekly presentation
	1.2	Building a relationship: -Cross culture understanding. -welcoming visitors. -small talk: keeping the conversation going	1	Face to Face lecture	Students presentation	Main text book
	1.3	Culture and entertainment: -cross culture understanding. -inviting and accepting or declining. -eating out.	1	Face to Face lecture	Students presentation	Main text book
2	2.1	Using the telephone: -preparing to make a telephone call. -Receiving calls. -Talking and leaving message.	1 3	Face to Face lecture	Students presentation	Main text book
	2.2	-Asking for and giving repletion.	1 3	Face to Face lecture	Students presentation	Main text book
	2.3	-The secretarial barrier.	1 3	Face to Face lecture	Students presentation	Main text book
3	3.1	. -Cross-culture communication on the telephone.	1 3	Face to Face lecture	Students presentation	Main text book
	3.2	-Setting up appointments	1 2	Face to Face lecture	Students presentation	Main text book

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	3.3	-Changing appointment. -Ending up a call.	1 2	Face to Face lecture	Students presentation	Main text book
4	4.1	-Cross-culture communication on the telephone.	1 4	Face to Face lecture	Students presentation	Main text book
	4.2	-Problem solving on the telephone.	1 4	Face to Face lecture	Students presentation	Main text book
	4.3	-Complains.	1 4	Face to Face lecture	Students presentation	Main text book
5	5.1	Presentation: -Presentation technique and preparation.	1 4	Face to Face lecture	Students presentation	Main text book
	5.2	-The audience	1 4	Face to Face lecture	Students presentation	Main text book
	5.3	-The audience	1 4	Face to Face lecture	Students presentation	Main text book
6	6.1	Image, impact and making an impression: -Using visual aids: general principles.	1 4	Face to Face lecture	Students presentation	Main text book
	6.2	-Talking about the content of visual aids.	1 4	Face to Face lecture	Students presentation	Main text book
	6.3	-Describing change	3	Face to Face lecture	Students presentation	Main text book
7	7.1	Revision				
	7.2	Revision				

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	7.3	Midterm				
8	8.1	The Middle of the presentation: -Holding the audience`s attention	2 6	Face to Face lecture	Students presentation	Main text book
	8.2	-Linking ideas	6	Face to Face lecture	Students presentation	Main text book
	8.3	-Sequencing	6	Face to Face lecture	Students presentation	Main text book
9	9.1	The end is near..this is the end. -Summarizing and concluding.	3	Face to Face lecture	Students presentation	Main text book
	9.2	-Questions and discussion.	4 6	Face to Face lecture	Students presentation	Main text book
	9.3	Making meeting effective: -What makes a good meeting.	4 6	Face to Face lecture	Students presentation	Main text book
10	10.1	-Chairing a meeting.	4 6	Face to Face lecture	Students presentation	Main text book
	10.2	-Establishing the purpose of a meeting.	4 6	Face to Face lecture	Students presentation	Main text book
	10.3	-The structure of decision making	5 6	Face to Face lecture	Students presentation	Main text book
11	11.1	-Stating and asking for opinion	1 5	Face to Face lecture	Students presentation	Main text book
	11.2	-Interrupting and handing interruptions.	4	Face to Face lecture	Students presentation	Main text book

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	11.3	What do you mean by: -Asking for and giving clarification,	3 5	Face to Face lecture	Students presentation	Main text book
12	12.1	Know what you want: -Types of negotiation.	3 5	Face to Face lecture	Students presentation	Main text book
	12.2	-Preparing for negotiation	3 5	Face to Face lecture	Students presentation	Main text book
	12.3	-Making an opening statement.	3 5	Face to Face lecture	Students presentation	Main text book
13	13.1	Getting what you can: _Bargaining and making concessions	3 5	Face to Face lecture	Students presentation	Main text book
	13.2	-Accepting and confirming.	3 5	Face to Face lecture	Students presentation	Main text book
	13.3	-Summarizing and looking ahead.	3 5	Face to Face lecture	Students presentation	Main text book
14	14.1	-Types of negotiation	1 2	Face to Face lecture	Students presentation	Main text book
	14.2	-Dealing with conflict	1 2	Face to Face lecture	Students presentation	Main text book
	14.3	-Rejecting. -Ending the negotiation.	1 2	Face to Face lecture	Students presentation	Main text book
15	15.1	Class Discussion				
	15.2	Class Discussion				
	15.3	Final Exam				

- **Teaching methods include:** Synchronous lecturing/meeting; Asynchronous lecturing/meeting; discussion
- **Assessment methods include:** 1. quizzes, 2. assignments, 3. midterm, 4. projects, 5. interview, 5. case studies, 6. presentation, 7. role play scenarios for negotiation skills 8. Term papers, 9. student portfolio, 10. final exam

23 Evaluation Methods:

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

Evaluation Activity	Mark	Topic(s)	Intended Learning outcome	Period (Week)	Platform
Class presentations	10%	Indicated in weekly schedule	1 5	All weeks as indicated in the weekly schedule	In class
End of term discussions	5%	role play scenarios for negotiation skills	2 3	Week 15	In class
Midterm Exam	30%		4 6	Week 7	In class
Extended Essay	15%	Negotiation Free topics	5 6	Week 15	In class
Final Exam	40		3 4 5	Week 15	In class

24 Course Requirements

Students should have a computer, internet connection, webcam, and account on a Microsoft Teams.

25 Course Policies:

Regular and punctual attendance is expected and desired. Unexpected absences will have their repercussions reflected in the grade. Students who miss their presentations will affect the course of the lecture, and so will not be given a second chance. Presenters will only be excused if they inform the lecturer at least one week in advance, with a relevant excuse, in time to prepare the next presenter to take their place. Students are only allowed up to three absences with accepted excuses, after which they will have to drop the course.

26 References:

Main text book:

Simon Sweeney, Communicating in Business, Cambridge university press,2004

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Articles:

Charles, Mirjalissa 2006, *Business communication research: past, present, and future Journal of business communication*, 434(4)

[tps://core.ac.uk/download/pdf/36732539.pdf](https://core.ac.uk/download/pdf/36732539.pdf)

Sashko, G, Aleksandra, S, *Business communication in function of improving the organizational culture of the company*, *UTMS Journal of Economics* 6 (2): 267–279.

<https://www.utmsjoe.mk/files/Vol.%206%20No.%202/UTMSJOE-2015-0602-008-Gramatnikovski-Stoilkovska-Serafimovic.pdf>

27 Additional information:

28. Rubric for presentation tasks:

Criteria	10	8	6	4	2-0
Subject Mastery	Full knowledge of the topic is demonstrated and any questions from the audience are correctly answered and explained. A thesis is presented.	Understanding of the topic is demonstrated and most of the questions from the audience are answered correctly. A thesis is presented.	The content shows some understanding and comprehension of the topic, but questions from the audience aren't answered correctly. A thesis is somewhat presented.	The presentation has some information about the topic, but is mostly based on clichés and basic knowledge. No thesis is presented.	The presentation doesn't show any knowledge of the topic, it's short and has basic or no foundation. No thesis is presented.
Organization	It is presented in a logical, interesting sequence, and effective way that can be followed easily.	It is presented in a logical sequence which can be followed fairly easily.	The presentation is somewhat difficult to follow but the general idea and timeline is understood.	The presentation is difficult to follow because it jumps back and forth and it is difficult to understand.	The presentation has no sequence of information and is not understood.

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Delivery	Maintains eye contact, doesn't read from notes, speaks loud with inflection, pronounces all words correctly, and is very effective and engaging.	Maintains eye contact throughout, rarely reads from notes, speaks with inflection, pronounces most words correctly, and is somewhat effective and engaging.	Maintains eye contact, reads from notes occasionally, speaks loud enough, pronounces some words correctly, and is somewhat effective and engaging.	Occasional eye contact, mostly reads from notes, speaks quietly and mispronounces.	No eye contact is made, reads from notes, a lot of mumbling and mispronunciation, and speaks quietly.
Creativity	Presentation is unique and innovative, with visual aids that are effectively used to support or demonstrate the content. The focus chosen is original and inspired.	Presentation's information is highlighted with visual aids that are used in an interesting way. The focus chosen is original.	Presentation is interesting, but unoriginal and there's a presence of visual aids that somewhat support the content. The focus chosen is somewhat interesting, but obvious.	Presentation is not unique or interesting, but uses of visual aids in a somewhat interesting way. Little or no interest is conveyed in the focus chosen.	There is no true focus which leads to poor or no creativity. There are no visual aids.

Name of Course Coordinator: AseelZibinSignature: ----- Date: -----

Head of Curriculum Committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of Curriculum Committee/Faculty: ----- Signature: -----

Dean: ----- Signature: -----