



**The University of Jordan**

**Accreditation & Quality Assurance Center**

**COURSE Syllabus**

1	Course title	Communication management
2	Course number	5201321
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	Non
5	Program title	Business management
6	Program code	02
7	Awarding institution	The university of Jordan
8	Faculty	Management and finance
9	Department	Business management
10	Level of course	2
11	Year of study and semester (s)	2 <sup>nd</sup> semester 2014/2015
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	None
14	Language of Instruction	English
15	Date of production/revision	2 <sup>nd</sup> semester 2011 / revised yearly

**16. Course Coordinator:**

Office numbers, office hours, phone numbers, and email addresses should be listed.

Adnan Rawashdeh, 36038 , (10:00-11:00am) , 0796860622 , ad.rawashdeh@ju.edu.jo

**17. Other instructors:**

*Office numbers, office hours, phone numbers, and email addresses should be listed.*

Adnan Rawashdeh, 36038 , (10:00-11:00am) , 0796860622 , ad.rawashdeh@ju.edu.jo

**18. Course Description:**

*As stated in the approved study plan.*

Communication Management Fundamentals introduces students to the crucial communication skills required by employees, young entrepreneurs and job hunters. Achieving success in one's career is often symptomatic of the ability to develop cooperative work relationships, collaborate with and across teams, convey ideas clearly, concisely and convincingly, and listen skilfully. More than ever before, the ability to communicate effectively determines an employee's capacity to thrive in his or her career and to be in demand by employers. Entrepreneurs, alike, must also communicate well in order to articulate and present their ideas to customers, suppliers, the government, and other partners in the business ecosystem. This course is structured to hone students' business communication skills, especially to prepare for an employment situation and to communicate positive-informative messages at work or in business. Student performance is assessed on their ability to devise clear communication strategies, write effectively, prepare and deliver competent presentations, and share and address feedback. The importance of social media and its profound impact on

people communicate today will also be explored as will be the most effective manner in which such platform is harnessed for employees and businesses alike.

1. 19. Course aims and outcomes:

2.

A-Aim to ensure that the students understand

- the importance of communication skills
- General business communication: learn about the most prevailing business communication principles and guiding frameworks: the strategic contingency model and the Aristotle's three rhetorical appeals.
- Written communication: strategize and organize a non sensitive-informative message in a professional quality business document.
- Oral communication: deliver a professional, high quality presentation, demonstrate appropriate verbal and nonverbal communication skills, develop compelling content, and use technology effectively
- Social media communication: explore and critique good practices on use of various social media platforms, image management, and understand the various opportunities and risks presented by social media to individuals and organizations.

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to

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**1- A. Knowledge and Understanding:** Student is expected to

**A1-** Be provided with a conceptual framework of business communication.

**A2-** Understand Today's Dynamic Workplace.

**2-B. Intellectual Analytical and Cognitive Skills:** Student is expected to

**B1-** Achieve success through effective business communication.

**B2-** Acquire the skills that managers and employees need to communicate in a world of diversity.

**3- C. Subject- Specific Skills:** Students is expected to

**C1-** Acquire the skills that managers and employees need to plan, write and complete business messages

**C2-** Acquire the skills that managers and employees need to write formal reports and proposals.

**4- D. Transferable Key Skills:** Students is expected to

**D1-** Understand the opportunities and challenges of communication in a diverse world.

D2- Understanding the writing process (business messages and reports and proposals).

## 20. Topic Outline and Schedule:

3.					
Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Management Communication in Transition	1	Adnan	1	Assignments & short exams	management communication (2013) O'Rourke ,J. ,5 <sup>th</sup> ed.
Communication Strategy& Communication Ethics	2-4	Adnan	2	Assignments & short exams	Management communication (2013) O'Rourke ,J. ,5 <sup>th</sup> ed.
Speaking & Writing & persuasion	5-9	Adnan	3	Assignments & short exams	Management communication (2013) O'Rourke ,J. ,5 <sup>th</sup> ed.
Technology& Listening and Feedback& Nonverbal Communication	10-13	Adnan	4	Assignments & short exams	Management communication (2013) O'Rourke ,J. ,5 <sup>th</sup> ed.
Intercultural Communication & Managing Conflict	14-16	Adnan	5	Assignments & short exams	Management communication (2013) O'Rourke ,J. ,5 <sup>th</sup> ed.
4.					
5.					

**21. Teaching Methods and Assignments:**

Development of ILOs is promoted through the following teaching and learning methods:

Lectures and Discussions,  
Homework and  
Assignments, Projects,  
Presentation, teamwork ...

Don't be surprised if you find that in many real situations, there is no single 'right' or 'wrong' answer. Moreover, your teacher will not expect you just to sit quietly in the class but expect you to contribute by asking or answering questions, sharing your experiences and observations, etc.

For this course, you will have three contact hours of class per week distributed over 16 weeks.

Instructor will use a variety of ways to help you acquire the fundamental concepts and knowledge. During the class, you are expected to practice the knowledge acquired through lectures and develop the relevant skills. Your instructor will be available to help you evaluate your learning progress, identify areas for further development. You will

need to be proactive in identifying the issues you would like to consult your instructor with and therefore your self-awareness and self-motivation will be key to the effectiveness of this part of learning.

Apart from the three hours' class contact time, you are expected to spend at least six hours on what we call Independent Learning. During this time, you are in charge. Your instructor may or may not give you any specific tasks but would expect you to use the time productively. You spend the time going over the concepts you find difficult to grasp in class or practice some of the skills you have learnt. You can do some by yourself or by teaming up with some of your fellow classmates.

### **Learning Methodology**

- Lectures and discussions
- Group discussions (team work)
- Students' presentations

### **Projects and Assignments**

#### **Assignments:**

- Students should read assigned material and participate in class discussion
- Students should expect to give a presentation even if it isn't their turn to do so.
- Reading materials

## **22. Evaluation Methods and Course Requirements:**

<b>Evaluation</b>	<b>Point %</b>	<b>Date</b>
<b>Mid-term Exam</b>	30%	Will be assigned by the professor during the semester in class
<b>Short Exam</b>	10%	Will be assigned by the professor during the semester in class
<b>Participation and other activities (Case Study)</b>	10%	Will be assigned by the professor during the semester in class

<b>Final Exam</b>	50%	Will be assigned by the professor during the semester in class
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**23. Course Policies:**

- A- Attendance policies: according to Jordanian university rules
- B- Absences from exams and handing in assignments on time: according to Jordanian university rules
- C- Health and safety procedures: according to Jordanian university rules
- D- Honesty policy regarding cheating, plagiarism, misbehavior: according to Jordanian university rules
- E- Grading policy: according to Jordanian university rules
- F- Available university services that support achievement in the course: computer lap , internet

**24. Required equipment:**

The course needs :

- 1- specific computer lap for faculty
- 2- periodical visits to corporations

**25. References:**

Required book (s), management communication (2013) O'Rourke ,J. ,5<sup>th</sup> ed.  
A- Recommended books, materials, and media:  
Management communication, (2010). Artur, H.&Dayle,M. ,3<sup>rd</sup> ed.

**26. Additional information:**

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Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

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

Head of curriculum committee/Faculty: ----- Signature: -----

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

Copy to:  
Head of Department  
Assistant Dean for Quality Assurance  
Course File