



Course Specification

(Bachelor)

Course Title: **Business Communication**

Course Code: **IS1290**

Program: **Bachelor of Information Systems**

Department: **Information systems**

College: **College of Computer and Information Sciences**

Institution: **Imam Mohammad Ibn Saud Islamic University**

Version: **2**

Last Revision Date: **July 12th, 2025**

Approved: 24/08/2025

Table of Contents

A. General information about the course:	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	4
C. Course Content	6
D. Students Assessment Activities	6
E. Learning Resources and Facilities	6
F. Assessment of Course Quality	7
G. Specification Approval	8



A. General information about the course:

1. Course Identification

1. Credit hours: 2 credit hours (lectures:2)

2. Course type

A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
B. ☒ Required ☐ Elective

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

4. Course general Description:

This course focuses on developing students' professional communication essential in the field of Information Systems. Through interactive seminars, students engage in the processes, methods, and techniques of effective business communication, including preparing for meetings, writing résumés, composing reports and proposals, and understanding cultural diversity in professional settings. A significant portion of the course is dedicated to introducing research fundamentals, academic writing, and delivering compelling presentations. The course emphasizes real-world communication practices, teamwork, and ethical considerations in both oral and written formats, preparing students to function effectively in dynamic, collaborative environments

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

IS1200 Management Competencies

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

No Co-requisites

7. Course Main Objective(s):

The aim of this course is to develop students' professional communication skills within the context of Information Systems. The course introduces students to the fundamentals of research and academic writing, enabling them to critically analyze and synthesize information from various sources. Students will learn how to prepare professional documents such as résumés, reports, and proposals, engage effectively in business meetings, and deliver impactful presentations. Emphasis is also placed on cultural diversity, ethical responsibilities, and professional behavior in both written and verbal communication.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	2 hours/week	100%





No	Mode of Instruction	Contact Hours	Percentage
2	E-learning		
3	Hybrid - Traditional classroom - E-learning		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		30

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	Demonstrate understanding of professional behavior and responsibilities in secure and ethical business communication.	K2(I)	Lecture, Class Discussion, Presentation	Quiz, Assignment
1.2	Comprehend the processes involved in delivering effective communication in IS environments, including meetings, reports, and presentations.	K3(I)	Lecture, Class Discussion, Presentation	Assignment





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.0	Skills			
2.1	Develop structured business documents (e.g., résumé, report, proposal) that meet communication objectives	S2(P)	Lecture, Class Discussion, Presentation	Assignment, Project report
2.2	Analyze the impact of communication styles on individuals and organizations in local and global contexts.	S3(I)	Lecture, Discussion Class	Quiz
2.3	Apply appropriate tools and techniques (e.g., formatting, visual aids, citation) in business writing and presentations	S4(I)	Lecture, Discussion Class	Assignment
3.0	Values, autonomy, and responsibility			
3.1	Work effectively in group communication tasks and collaborate to achieve common goals.	V1(P)	Class Discussion, Lecture	Project Report
3.2	Demonstrate ethical responsibility and commitment to continuous improvement in professional communication	V2(I)	Lecture, Class Discussion, Presentation	Project Report
3.3	Exhibit professional behavior in verbal, written, and visual communication with diverse stakeholders.	V3(I)	Lecture, Class Discussion, Presentation	Project Presentation





C. Course Content

No	List of Topics	Contact Hours
1.	<i>Introduction to Seminar</i>	2
2.	<i>Prepare Meeting in Business, Developing Business Etiquettes</i>	2
3	<i>Writing Resume</i>	2
4	<i>Reports and Proposals: Finding, Evaluating, and Processing Information</i>	2
5	<i>Reports and Proposals: Planning, writing and completing reports and proposals</i>	2
6	<i>Cultural Diversity + Applying and Interviewing for Employment</i>	2
7	<i>Introduction to research papers: Understanding Research Papers & Choosing a Topic</i>	3
8	<i>Writing research papers: Purpose and Structure of Research Papers</i>	3
9	<i>Writing research papers: Finding Sources, Organizing, and Citing</i>	3
10	<i>Introduction research papers: Writing Tips and Revising</i>	3
11	<i>Presentation Formatting and Presentation Skills</i>	2
12	<i>Presentations by Students</i>	4
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quizzes	8	15%
2.	Assignment	5,11	30%
3	Project Report	14	40%
4	Project Presentation	15	15%

*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	N/A
Supportive References	N/A
Electronic Materials	N/A



Other Learning Materials

Imam University's Blackboard will be used for out-of-class-room interaction with the students.

Recommended Textbooks and Reference Material:

- *How to write and publish a scientific paper, 6th edition, Day, Robert A., and Barbara Gastel, Cambridge University Press, 2006, ISBN 978-0521671675.*
- *Business Research Methods, 12th Edition, Donald Cooper, Pamela Schindler, McGraw-Hill Education, 2013, ISBN 978-0073521503*
- *Bovée Courtland L., & Thill, J. V. (2016). Business Communication today (global edition). Pearson Education Limited*

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	1. At least 30 seats 2. A projector connected to a PC preferably with Internet connection 3. Sliding board
Technology equipment (projector, smart board, software)	
Other equipment (depending on the nature of the specialty)	N/A

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect using course evaluation survey
Effectiveness of Students assessment	Faculty members	Direct method using TOS file
Quality of learning resources	Students and Faculty	Indirect using course evaluation survey and faculty survey
The extent to which CLOs have been achieved	Faculty members	Direct method using TOS file
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	IS CURRICULUM APPROVAL & DEVELOPMENT COMMITTEE IS QAC / / IS COUNCIL
REFERENCE NO.	
DATE	