



KINGDOM OF SAUDI ARABIA  
 IMAM MOHAMMAD IBN SAUD ISLAMIC UNIVERSITY  
 COLLEGE OF COMPUTER SCIENCE AND INFORMATION  
 COMPUTER SCIENCE DEPARTMENT  
 BACHELOR ON COMPUTER SCIENCE

المملكة العربية السعودية  
 جامعة الإمام محمد بن سعود الإسلامية  
 كلية علوم الحاسب والمعلومات  
 قسم علوم الحاسب  
 بكالوريوس علوم الحاسب

## SYLLABUS

### IS 401: ...Business Communication.

PREREQUISITE	MKT 301, FIN 300	CREDIT HOURS	
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<b>Instructor:</b>
<b>Contact information and office hours</b>
<b>Office No:</b> Dr Mohamed Saad Saleh
<b>Office Hours:</b> Monday
<b>E-mail:</b> msmsaleh@imamu.edu.sa

<b>COURSE DESCRIPTION</b>
This course introduces students to basic ideas about business communication and related issues. Students will explore methods that influence globalization and cultural diversity on communication in organizations , The influence of communication theories on organizations namely; non-verbal, interpersonal, intrapersonal, intercultural, group, organizational communication, effective listening and oral presentations ,The management of organizational communication and information systems , The impact of technology and the internet in the global business environment ,The strategic value of information and business intelligence in key enterprise systems ,Creating, managing and sharing information and knowledge in business through the effective use of technologies and systems.

COURSE LEARNING OUTCOMES (CLOs)		Aligned SOs
1	<b>Knowledge and Understanding:</b>	
1.1	<i>Define effective business correspondence.</i>	3(P)
1.2		
1.3		
2	<b>Skills:</b>	
2.1	<i>Create a professional, public-facing business message.</i>	3(A)
2.2	<i>Compose a professional project report.</i>	3(P)
2.3		
3	<b>Values:</b>	



3.1	<i>Illustrate complex ideas accurately in written and spoken formats within a team environment.</i>	5(I)
3.2	<i>Demonstrate an effective presentation with accompanying visuals.</i>	3(A)
3.3		

TEACHING Strategies
Lecture Class Discussion, Presentation Self-learning

No	List of Topics	Contact Hours
1	<i>Prepare Meeting in Business</i>	2
2	<i>Business Etiquettes</i>	2
3	<i>Cultural Diversity</i>	1
4	<i>Reports and Proposals</i>	2
5	<i>Developing and Delivering Business Presentations</i>	1
6	<i>Writing Resume</i>	1
7	<i>Applying and Interviewing for Employment</i>	1
8	<i>Writing professional E-mail</i>	1+1
9	<i>Project Presentations</i>	1+1
<b>Total</b>		<b>12+2(SL)</b>

TEXT BOOK
<i>Bovée Courtland L., &amp; Thill, J. V. (2016). Business Communication today (global edition). Pearson Education Limited</i>

REFERENCES
<i>Business Communication for Success, ISBN 978-1-946135-05-6</i>

Course Assessment Methods			
No	Assessment Method	Due Week	%Total Assessment
1	<b>Quiz</b>	8	10
2	<b>Assignment</b>	7,11	20
3	<b>Project Presentation</b>	12	25
4	<b>Project Report</b>	12	45