



Information Systems Department

Course Syllabus

IS401 - Business Communication

Catalog Description: This course introduces students to basic ideas about business communication and related issues. Students will explore methods that influence globalisation and cultural diversity on communication in organisations , The influence of communication theories on organisations namely; non-verbal, interpersonal, intrapersonal, intercultural, group, organisational communication, effective listening and oral presentations ,The management of organisational 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.

Credit Hours: 1 Credit hour 1 Lecture per week 0 Labs. per week 0 Recitation per week

Prerequisites: MKT 301 (Principles of Marketing), FIN 300 (Principles of Finance)

Course Learning Outcomes:

1. Define effective business correspondence
2. Create a professional, public-facing business message
3. Compose a professional project report
4. Illustrate complex ideas accurately in written and spoken formats within a team environment
5. Demonstrate an effective presentation with accompanying visuals.

Major Topics:

- Introduction to Business Communication
- The influence globalisation and cultural diversity on communication in organisations
- The influence of communication theories on organisations namely; non-verbal, interpersonal, intrapersonal, intercultural, group, organisational communication, effective listening and oral presentations
- The management of organisational 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
- Presentations by Students



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Text Books: Business Communication for Success, ISBN 978-1-946135-05-6

Grading:

⦿ The grading scale for this course is:

95 - 100	A+	Passing
90 - 94	A	Passing
85 - 89	B+	Passing
80 - 84	B	Passing
75 - 79	C+	Passing
70 - 74	C	Passing
65 - 69	D+	Passing
60 - 64	D	Passing
0 - 59	F	Failing

⦿ Final grades will be determined based on the following components:

- . 20% Assignments
- . 30% Group Presentations
- . 50% Final report

⦿ Students may not do any additional work for extra credit nor resubmit any graded activity to raise a final grade.

⦿ Late submissions will not be accepted for any graded activity for any reason.

⦿ Students have one week to request the re-grading of any semester work.

Attendance Policy:

Students should attend 80% of the overall course hours taught in the semester as per the University regulations.

If a student fails to achieve this portion, he/she shall not be allowed to appear in the final exam and shall be awarded “DN” grade and repeat the course.

Cheating and Plagiarism Policy:

The instructor will use several manual and automated means to detect cheating and/or plagiarism in any work submitted by students for this course.

When a student is suspected of cheating or plagiarism, the instructor raises the issue to the disciplinary committee.



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Communications: Registered students will be given access to a section of the Learning Management System (LMS) for this course. LMS will be used as the primary mechanism to disseminate course information, including announcements, lecture slides, assignments, and grades.

Communication with the instructor on issues relating to the individual student should be conducted using CIS email, via telephone, or in person.