اعتماد
NCAAA
T4
2020

Course Specifications

Course Title:	Writing in Business Administration
Course Code:	NAJM167
Program:	
Department:	
College:	College of Business Administration
Institution:	Prince Sattam bin Abdulaziz University

Table of Contents

A. Course Identification

1. Credit hours: 5 (4,1,0)	

2. Course type

a. University ☐   College ☑   Department ☐   Others ☐

b.   Required ☑   Elective ☐

3. Level/year at which this course is offered: 2022-2023; Semester I/Level 2

4. Pre-requisites for this course (if any)**: NAJM 163**

5. Co-requisites for this course (if any)**: None**

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom √	72	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	72
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	72

B. Course Objectives and Learning Outcomes

1. Course Description

Students will exhibit mastery of writing mechanics – from writing a rough draft, revising, proofreading and producing the final draft. They can list broad range of business expression words and phrases in writing business paragraphs, essays, letters, and memos. The course will focus on reorganizing facts and ideas by comparing, interpreting, giving descriptions and stating main ideas. Students will utilize various strategies and organizational techniques in writing different types of business paragraphs, essays and letters. In addition, the students are introduced to explanatory, argumentative and analytical business essays.

2. Course Main Objective

What is the main purpose of the course?

The objective of the course is to develop the business writing skills of students with a focus on improving their writing of explanatory, argumentative and analytical business essays and reports, letters and memos ensuring grammatical correctness.

3. Course Learning Outcomes

	CLOs	Aligned-PLOs
1	**Knowledge and Understanding**	
1.1	Write effective paragraphs.	**K1**
1.2	Outline topics for writing, revising, proofreading and producing the final draft.	**K2**
1.3	List broad range of business expression words and phrases in writing paragraphs.	**K3**
2	**Skills :**	
2.1	Evaluate and analyze audience/ purpose/ situation as they apply to business writing contexts.	**S1**
2.2	Design and reconstruct various strategies and organizational techniques in the writing process.	**S2**
2.3	Communicate effectively in written form.	**S3**
2...	Judge each other's performance and provide constructive feedback.	**S4**
3	**Values:**	
3.1	Perception and understanding of different contexts and situations to develop writing skill	**V1**
3.2	Evaluate and analyze audience/ purpose/ situation as they apply to business writing contexts.	**V2**
3.3	Analyze multiple writings from appropriate business professions.	**V2**

C. Course Content

No	List of Topics	Contact Hours
1	**The Structure and Development of a Paragraph:** • **The definition of a paragraph** • **The parts of a paragraph** • **Identifying and writing topic sentences** • **Paragraph Support and development** • **Writing concluding sentences and Peer editing.**	**9**
2	**Writing Opinion Paragraphs:** • **Distinguishing between fact and opinion** • **Organizing and writing paragraphs expressing opinions and arguments** • **Writing Analytical Paragraphs** • **Using transition words to express cause and effect** • **Using modal expressions to make recommendations.**	**9**
3	**Writing Resume and cover letter**	**9**

	• **Model Resume** • **Composing your Resume** • **Resume practice** • **Model cover letter** • **Composing your message** • **Letter practice, Building vocabulary** • **Practice exercises.**	
4	**Replying to a Job Applicant** • **Model E-mails: Replying to job applicants** • **Composing message** • **Letter practice** • **Building vocabulary** • **Practice exercises.**	**9**
5	**Requesting a Service** • **Model letter: requesting a service** • **Composing your message** • **Letter practice** • **Building vocabulary** • **Practice exercises.**	**6**
6	**Confirming a Service** • **Model letter: confirming a service** • **Composing your message** • **Letter practice** • **Building vocabulary** • **Practice exercises.**	**6**
7	**Ordering Supplies** • **Model fax: Ordering supplies** • **Composing your message** • **Letter practice** • **Building vocabulary** • **Practice exercises.**	**6**
8	**Confirming an Order:** • **Model letter: confirming an order** • **Composing your message** • **Letter practice** • **Building vocabulary** • **Practice exercises.**	**6**
9	**Requesting information** • **Model claim letter** • **Composing your message** • **Letter practice** • **Building vocabulary** • **Practice exercises**	**6**
10	**Providing Information** • **Model claim letter** • **Composing your message** • **Letter practice**	**6**

		• **Building vocabulary**	
		• **Practice exercises**	
Total			**72**

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	**Knowledge and Understanding**		
1.1	Write effective business letters, paragraphs, and essays.	Lecture Small group work	Exams Assignments
1.2	Outline topics for writing, revising, proofreading and producing the final draft.	Lecture Brainstorming	Assignments Exams
1.3	List broad range of business expression words and phrases in writing paragraphs.	Lecture Small group work	Quizzes Assignments Exams
2.0	**Skills**		
2.1	Evaluate and analyze audience/ purpose/ situation as they apply to business writing contexts.	Lectures	Exams
2.2	Design and reconstruct various strategies and organizational techniques in the writing process.	Lectures	Assignments Exams
2.3	Communicate effectively in written form.	Class participation	Assignments Exams
3.0	**Values**		
3.1	Judge each other's performance and provide constructive feedback.	Small group work	Assignments
3.2	Analyze multiple writings from appropriate business professions.	Small group work	Assignments Exams
3.3	Perception and understanding of different contexts and situations to develop writing skill	Developing mental strength to write business paragraphs	Observations and motivational coaching

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz-1	**Week 3**	10%
2	Mid. Term examination	**Week 5**	20%
3	Quiz-2	**Week 7**	10%
4	Assignment 1	**Any week**	10%
5	Final examination	**Week 12/13**	50%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Each and every faculty member of management department is required to assign 6 hours per week as office hours for students' consultation and guide. Students are informed in the beginning of the classes about the office hours.

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	**Textbook 1: Dorothy E. Zemach and Lisa A. Rumisek. (2005).** *Academic Writing from Paragraph to Essay.* **Oxford: Macmillan.** **Textbook 2: Lougheed, Lin. (2003).** *Business Correspondence: A Guide to Everyday Writing* **(2nd ed.). New York: Longman. Handouts will be provided for "writing memos"**
Essential References Materials	**Covey, Stephen R. (2012).** *Style guide for business and technical communication.* **N.J : Pearson FT Press.** **Hornby, A. S., Cowie, A. P., & Lewis, J. W. (1974).** *Oxford advanced learner's dictionary of current English.* **London: Oxford University Press.**
Electronic Materials	https://owl.english.purdue.edu/owl/section/2/10/ http://apastyle.org/ https://style.mla.org/ http://www.docstyles.com/ www.lougheed.com http://www.englishcompanion.com http://onestopenglish.com http://englishclub.org http://englishforeveryone.com http://myenglishpages.com www.grammarly.com/ http://www.letterwritingguide.com/ http://www.readingrockets.org/article/introduction-letter-writing http://library.bcu.ac.uk/learner/writingguides/1.06.htm http://www.goodletterwriting.com/formal-letters.html

Other Learning Materials	None

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	**Place (Lecture halls) with at least seats for 35 students**
Technology Resources (AV, data show, Smart Board, software, etc.)	• **Active boards or smart boards** • **Wireless internet.**
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	**None**

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
At the end of each academic semester, students' feedback is taken. A survey form entitled, *Course Evaluation Survey* (CES) provided by NCAAA is administered by Quality & Development Unit regularly using the Survey Monkey portal. In the CES, Q.No.5 to Q.No.9 reflects the students' opinion on the effectiveness of teaching. Further, students can also provide their feedback on the effectiveness of teaching using the open-ended questions given at the end of CES.	Students	Survey
A senior faculty from the college/department nominated by DC visits the class and observes at least 2-3 classes during the entire semester. Peer observer provides his feedback on a template provided by Deanship of Development & Quality viz. *class observation form* for developing the teaching learning process.	Senior Faculty of English	Peer-Observation
At the end of each semester, the course instructor self-reflects his experiences during the semester and prepares the *course report*, which is discussed at the DC/CC for further improvement.	Self	Direct
Each academic year Deanship of Development & Quality conducts various workshops on teaching methodologies and tools and faculty are nominated to attend these workshops.	Seminar Committee	Indirect
The Department council periodically reviews the teaching strategies of individual faculty members mentioned in course specifications and suggest measures for Improvement of Teaching**.**	Department Council	Indirect
Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange	Member of Teaching Staff	Indirect

Evaluation Areas/Issues	Evaluators	Evaluation Methods
and remarking of tests or a sample of assignments with staff at another institution)		
In-house check marking of final Assessment Sheets	An instructor teaching the same course	Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	