

Course Title:	Business communication.
Course Code:	LAC511
Program:	Master Degree In Computer Engineering
Department:	Computer Engineering
Course coordinator:	Dr. Rim Raddadi
Institution:	Private Higher School of Engineers of Gafsa (ESIP)

ESIP

Ecole Supérieure d 'Ingénieurs
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A. Course Identification

1. Credit hours: 2(1-0-1)			
2. Course type			
a.	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/>	Others <input type="checkbox"/>
b.	Fundamental <input checked="" type="checkbox"/>	Transversal <input type="checkbox"/>	Optional <input type="checkbox"/>
3. Level/year at which this course is offered: 5/5			
4. Pre-requisites for this course (if any): LAC151, LAC261, LAC351, LAC441			
5. Co-requisites for this course (if any):			

1. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom
2	Blended	15	%100
3	E-learning
4	Distance learning
5	Other

2. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	
2	Laboratory/Studio
3	Tutorial	13.
4	Others (EXAM)	2
	Total	15

B. Course Objectives and Learning Outcomes

1. Course Description

This course will prepare learners to their professional career and the labour market through providing them a comprehensive understanding of effective business communication principles.

This course is student centered and incorporates the 21st century skills in the ELT (English Language Teaching) classrooms, hence, creativity, collaboration, critical thinking, and communication are essential components of the learning process.

2. Course Main Objective

By the end of this course learners would be able to:

- Introduce themselves and others and socialize in a business context
- Answer phone calls and business emails
- Use effective communication skills in business meetings
- Analyse tables and graphs

1. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.2	Collecting and analyzing data	K2
2	Skills	
2.2	Effectively communicate findings through oral presentations. Collaborate with diverse teams, demonstrate leadership skills, and work effectively in multidisciplinary environments to accomplish project goals.	PLOS2
2.3	Demonstrate team working skills, and project management skills to face real life situations and to meet labor market requirements.	PLOS3

C. Course Content

No	List of Topics	Contact Hours
1 Business communication	<ul style="list-style-type: none"> - Introducing onself and introducing others - Telephoning - Emailing 	5
2 Business Meeting	<ul style="list-style-type: none"> - Business meetings: Phrasal verbs and idiomatic expressions - communication skills 	4
3 Analysing data	-Analysing tables and graphs	4
End of term exam		2
Total		15

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		
1.2	Collecting and analyzing data	Flipped lessons PBL	Indirect assesement Exercises Quizes

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			Immediate/ delayed fb
2.0	Skills		
2.2	Effectively communicate findings through oral presentations. Collaborate with diverse teams, demonstrate leadership skills, and work effectively in multidisciplinary environments to accomplish project goals.	Role plays ppp	Formative assesement Peer Review Homework assignment Immediate/ delayed fb
2.3	Demonstrate team working skills, and project management skills to face real life situations and to meet labor market requirements.	PPP PBL Role plays	Formative assesement Peer Review Homework assignment Immediate/ delayed fb

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Practical Work (written or oral)	weekly	00%
2	Quizzes, Homework assignments	Random	00%
3	First mid Term	7	00%
4	Final Exam	16	100%

E. Student Academic Counselling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:
<ul style="list-style-type: none"> - Office hours - Blackboard interface - Apply projects otherwise.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Badger, I. English for work: Everyday Business English. Longman.2003.
Essential References Materials	
Electronic Materials	you tube British Council website Business English site

	Talkenglish.com
Other Learning Materials

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	classroom board software ...
Technology Resources (AV, data show, Smart Board, software, etc.)	data show;

A. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment.	Students, course coordinator, Alumni, Employers	Direct/Indirect
Extent of achievement of course learning outcomes.	Faculty, Program Leaders, quality department	Direct
Quality of Learning resources	Faculty, Program Leaders,	Direct, Indirect
Teaching and learning quality and effectiveness.	Students, Faculty Program Leaders,	Direct, Indirect

B. Specification Approval Data

Council / Committee	Computer Engineering Council
Date	11/9/2023

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