

ARAB 401: Arabic Communication

(Required)

Course

ARAB 401: Arabic Communication LT:3 LB: 0 CR: 3

Description:

This course develops the students' ability to generate high quality business correspondence in Arabic. It deals with different types of business letters such as customer inquiries, responding to complaints, arranging business appointments, and handling company communications. The course emphasizes appropriate vocabulary for particular business situations and tasks, formatting and layout of correspondence, organizing the contents in the most effective sequence, and communicating a wide range of information efficiently.

Prerequisite:

Textbook:

Business Communication Information Systems, Prof. Mohammed Koutah, Dr. Abdulhamid Dyab, 2006

References:

Course

To enable the students to:

Learning

Objectives:

1. Understand the concept of Business communication.
2. Understand the cycle of communication process.
3. Define the importance of communication for the management process.
4. Analysis the functions of Business communication at the organization.
5. Understand the official and non official communication.
6. Study the impact of management theories on business communication process.
7. Understand personal, oral and written communication.
8. Define types of business communication.
9. Understand obstacles of Business communication.
10. Understand the concepts of Managerial conflict
11. Develop the skills of solving managerial conflict problems.

Course Outline:

[I] Modules:

Module	Topic	Duration
1.	Concept of business communication & cycle of communication process	1 week
2.	Importance of Business communication for management process	2 weeks
3.	Functions & objectives of Business communication	1 week
4.	Framework of official communication network	1 week
5.	The role of management theories in developing communication skills	2 weeks
6.	Oral & written communication	2 weeks
7.	Developing, reporting skills	1 week

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| 8. | Types of interviews | 1 weeks |
| 9. | Obstacles of Business communications | 2 weeks |
| 10 | Developing skills of solving managerial Conflict | 2 weeks |

Evaluation Methods:

1. Major exams and a final exam.
2. Assignments, quizzes

Course Learning Outcomes:

The expected learning outcome is that the students will be able to:

1. Understand the concept of business communication & it's cycle
2. Recognize the importance of Business communication for the Management process.
3. Understand the functions & objectives of Business Communication, and the framework of official communication Network inside the organization.
4. Develop the skills of learning, listening and writing Business reports.
5. Recognize the obstacles of facing the communication process through the organization.
6. Understand the concept of management conflict
7. Develop the skills of solving problems and conflicts inside the organization.

Prepared by:

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