



Kuwait University
College of Business Administration
Management and Marketing Department



Course Syllabus
Dr. Abdullatif Alrashdan
MGT 303 – Business Communication and Report Writing
FALL 2021-2022

Lecture Time and Location:

MGT 303 / 03AX : Sun Tue Thu 03:00 PM – 03:50 PM Room 1010-CG

Contact Information:

Email : abdullatif.alrashdan@ku.edu.kw (This is also my *MS Teams* account ID)
Office Hours : Thu 4:00 PM – 5:00 PM or by *email* appointment
Course Website : www.aalrashdan.com/bcomm

Course Description:

In today's personal and professional world, communication is one of the most vital skills to develop. Your effectiveness in communicating ideas, feelings, instructions, and thoughts is key to your success, especially in business. Business Communication is designed to introduce you to skills and practices that will help you communicate and develop communication strategy for yourself in business and/or for your business and your clients/stakeholders. This semester, we will explore how to communicate in written and oral form. We will look at the standard practices for communicating within and across business sectors. We will practice some of the fundamentals of business writing, including memoranda, email, and business letters. Additionally, we will explore oral presentation as it exists in different professional contexts and settings.

Course Learning Outcomes (CLO):

The college of business administration (CBA) at Kuwait University is accredited by the Association to Advance Collegiate School of Business (AACSB), which represents the highest standards of achievement worldwide for business schools. In line with maintaining such standards, each program at the CBA has developed a set of objectives that our graduates will achieve at the end of their learning experience. Therefore, the following goals are specifically mapped to MGT 303. At the end of this course our graduates shall be able to:

1. **Understand** business communication concepts that serve as a basis for effective spoken and written communication in a business setting.
2. **Summarize** the theoretical frameworks of communication and understand the role communication plays above and beyond the exchange of information.
3. **Use** standard formats, techniques, and documents to gain credibility in business settings.
4. **Understand** the need to specialize communication approaches to the specific needs of the situation and the participants.
5. **Develop** the fundamental skills of business communication techniques and the ability to be effective in writing business documents.
6. **Deliver** effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations.
7. **Provide** feedback, accept feedback, and use feedback to improve communication skills.



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CLO Mapping to CBA Skill Based Competency Goals

CLO	Competency Goal			
	Analytical	Communication	Information Technology	Business Ethics
1		(I)		
2		(I)		
3		(I)		
4		(I)		
5		(R)	(A)	
6		(R)	(A)	
7		(A)		

Type of Emphases

- **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
- **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
- **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

My Expectations of You:

The focus of the course will be in-class activities and practical experiential exercises to apply the key communication skills. I intend to keep lecturing to a bare minimum. For the class to work well, and for you to benefit from it, preparation for each class meeting is essential: All students are expected to arrive at class having read the assigned reading, and prepared to participate in the class activities.

I expect you to come to class prepared and be an active learner. You must participate in ALL in-class exercises and activities. You MUST complete all assignment (e.g., interview exercises, minutes of meetings ... etc.). In order to pass the class, you must complete ALL assigned activities and exercises. For example, if you don't complete the resume and online profile assignment, you will fail the course.

Required Materials:

Reading Material : *Excellence in Business Communication* by John V. Thill and Courtland Bovee (12th Ed.)

Additional Materials : Required materials will be provided through the course website.



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Grading:

The scores in this course will be the weighted average of the following items:

Weight	Description
10%	Class Activities and Participation (Collective learning, class discussion and class attendance)
10%	Midterm Exam
8%	Resume & Online Profile
5%	Interview Exercise
15%	Written Communication (e.g. minutes of meeting, emails, letters, summaries, etc.)
12%	Oral Communication (e.g. informative presentation, persuasive presentation, etc.)
40%	Final Exam (Presentation + Report + Written exam)
100%	TOTAL

Grade Distribution:

PERCENT	GRADE
95.00 – 100.00 %	A
90.00 – 94.99 %	A-
87.00 – 89.99 %	B+
83.00 – 86.99 %	B
80.00 – 82.99 %	B-
77.00 – 79.99 %	C+
73.00 – 76.99 %	C
70.00 – 72.99 %	C-
65.00 – 69.99 %	D+
60.00 – 64.99 %	D
≤ 59.99 %	F

Course Requirements and Policies:

“Eighty percent of success is showing up.” –Woody Allen

Collective learning and class attendance will be determined based on roll calls conducted in class. In this course, class attendance is critical to individual and collective learning. **My expectation is that every student arrives on time and attends every class.** Absenteeism and lateness to class count heavily against the participation grade since it adversely impacts the learning experience of the section as a whole. Anyone who cannot attend class should email me in advance if at all possible. **You are allowed ONLY ONE free absence for case discussion, class activity, or guest speaker classes. If the activity spans two class sessions, missing both sessions counts as if you missed two classes. If you miss more than TWO such classes, you will receive ZERO points for participation.**

Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on: <http://is.cba.edu.kw/aawp/wp-content/uploads/2018/01/Student-Handbook.pdf>



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Class discussion: Students should not expect to receive full points for participation. Simply being present does not warrant full credit, nor does frequent participation that does not advance the learning of the class. I will use “cold calling” occasionally so you need to be prepared for each class. Cell phones must be turned off or set to the “silent” mode during classes. Laptops may not be used during class exercises and activities. Your participation grade will also be based on your completeness and thoroughness in the written segment of class activities (e.g. negotiation exercises).

Exams: We will have a midterm exam and a written final exam, which will cover the course material to that point in the course, including lectures, discussions, and readings. Details about exam contents, time, and location will be discussed in the class. **Missed examinations may not be made up without prior permissions, no exceptions.**

Final Exam: The final exam contributes to 40% of the final grade in the class and will consist of three parts: **Final Presentation, Final Report, and a Final Written exam.** The grade distribution for the three parts is as follows:

1. Final presentation (15%)
2. Final report (15%)
3. Final written exam (10%)

Assignments: You will be required to complete multiple written assignments. Further details about the assignments will be announced in class. **Late assignments will NOT be accepted.** No exceptions.

Note: *The instructor reserves the right to change assignments and cases as necessary to facilitate an improved learning experience.*

Course Website

MGT 303 uses a course website to facilitate the administration of the course. You will be responsible for checking the course site regularly for class work and announcements. Please become familiar with the website ([http:// www.aalrashdan.com/bcomm](http://www.aalrashdan.com/bcomm)). I recommend creating a shortcut (link or favorite) in your browser that will take you to the course login page. At the course website, you can

- Check for announcements,
- Download slides and files related to MGT 303, and
- Review the grades and monitor your progress.

Cheating and Plagiarism: Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

<http://is.cba.edu.kw/aawp/wp-content/uploads/2018/01/Student-Handbook.pdf>

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.



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Writing Style: Students must refer to MLA writing style for their assignments and report writing. Refer to the English Language Center for help.

Office Hours

Office hours are Thursdays from 4:00 PM – 5:00 PM. If you have a time conflict, please contact me to schedule an appointment for another time. You may contact me any time via email. It is best not to contact me via telephone, as I often work in areas other than my office. In general, this syllabus is your first source of information on questions pertaining to the class. I will not answer a question the answer for which is in the syllabus. When sending me an email, always include the class number and your first and last name in the email title. For example, “303 Fulan Alfulani”.

Course Outline:

- Course Introduction
- Theories of Communication
- Public Speaking (Presentations)
- Meeting Etiquette
- Meeting Management (Meeting Agenda, Minutes of Meeting ...)
- Email Correspondence
- Business Memos and Letters
- Interviews
- Negotiation
- Pitching Ideas
- Resumes/CVs and Professional Online Profile
- Formal Reports

Important Dates

Date	Event
December 02, 2021	Last day to drop classes
January 20, 2022	Last day of classes
January 29, 2021 - 08:00 AM to 10:00 AM	Final Exam (Comprehensive) for section 03AX



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Undergraduate Program Learning Goals:

LG1. Ethical Skills: A CBA graduate shall be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

Student Learning Objectives:

- 1.1. Identify the ethical dimensions of a business decision.
- 1.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 1.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

LG2. Decision Making Skills: A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

Student Learning Objectives:

- 2.1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.
- 2.2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.
- 2.3. Analyze a given business decision using integrative techniques, structures, and frameworks.

LG3. IT and Computer Skills: A CBA graduate shall demonstrate capabilities in using general-purpose computer applications

Student Learning Objectives:

- 3.1. Use a word-processing application to type and format a business document.
- 3.2. Use a data-processing application to analyze or solve a business problem.
- 3.3. Use a presentation-making application to prepare a slideshow for a business issue.

LG4. Communication Skills: A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

Student Learning Objectives:

- 4.1. Deliver clear, concise, and audience-centered presentations.
- 4.2. Write clear, concise, and audience-centered business documents.

LG5. Analytical Skills: A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

Student Learning Objectives:

- 5.1. Use appropriate tools to solve a given business problem.
- 5.2. Analyze business problems using suitable business theories and techniques.
- 5.3. Structure logic and frame quantitative analysis to solve business problems.