**Course Syllabus**

**Dr. Hammad Akbar**

**MGT 303 – Business Communication and Report Writing**

**Spring 2024**

**Lecture Time and Location:**

**MGT 303**:Sundays,Tuesdays and Thursdays

**Time**: 1200 hours (12 noon) – 1250 hours (12:50 pm)

**Location**: BUS S, Floor 01, Area C1, Room 1005

**Contact Information:**

**Email**: hammad.akbar@ku.edu.kw

Thursday 1000 hours (10:00 am) – 1200 hours (12 noon)

 or by *email* appointment

**Course Website** : See Teams

**Course Description:**

Communication is one of the most vital skills to develop. Your effectiveness in communicating ideas, feelings, instructions, and thoughts are 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 strategies for yourself in business and/or for your business and your clients/stakeholders. We will explore how to articulate and express in written and oral forms. 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, business letters, and discuss how to be persuasive and engaging in these writings. Additionally, we will explore oral presentation as it exists in different professional contexts and settings.

**Course Learning Outcomes (CLO):**

1. Understand business communication concepts that serve as a basis for effective spoken and written communication in a business setting.
2. Gain exposure to the theoretical frameworks of communication and understand the role communication plays above and beyond the exchange of information.
3. Learn to use standard formats, techniques, and documents to gain credibility in business settings.
4. Develop an understanding of the need to articulate 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.

**CLO Mapping to CBA Skill-Based Competency Goals**

|  |  |
| --- | --- |
| CLO | Competency Goal |
| Analytical (LG5) | Communication (LG4) | Information Technology (LG3) | Decision-Making Skills (LG2) | Business Ethics (LG1) |
| 1 |  | R |  |  |  |
| 2 |  | R |  |  |  |
| 3 |  | R |  |  |  |
| 4 |  | R |  |  |  |
| 5 |  | R |  |  |  |
| 6 |  | R |  |  |  |
| 7 |  | R |  |  |  |

**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**

This course focuses on in-class activities and practical experiential exercises to apply 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 in order 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** assignments (e.g. interview exercises, CV, email, etc) in order to pass this course. For example, if you don’t complete the CV, you will fail the course.

**Required Material:**

**Reading Material**: Required reading materials will be provided through the course website.

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

 **Grading:**

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

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 10% | Attendance |
| 10% | CV, Cover Letter and Email |
| 10% | Interviews  |
| 20% | Class participation  |
| 10% | Final presentation and Report |
| 40% | Written Final 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

**Class attendance** will be determined based on roll calls conducted at the beginning of the class and this 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. **Attendance on each session is very important. Any unexcused absence will have a severe negative impact on your grade.**

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://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

**Participation and Class discussion:** Class discussion will be assessed on the basis of your contribution to class discussion and listening. Of course, the underlying condition for class participation is attendance. However, 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, and 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 class activities. I expect you to attend all sessions. Prior to class, you should thoroughly read and prepare the assigned material. Please ensure that you have used the frameworks, tools, and ideas from the readings in your analysis as appropriate. In grading class participation, I look at **both the quantity and quality of contribution**.

**Written Communication:** This includes written assignments and in-class activities related to written communication. You will be required to complete multiple written assignments, such as professional emails and written letters/memos. Further details about the assignments will be announced in class. **Late assignments will NOT be accepted**. No exceptions.

**Oral Communication:** You will be required to make an oral presentation in the class, in addition to submitting a written report on the assigned topic. Further details about the assignments will be announced in class. **If you miss your turn to make the presentation, you will receive ZERO points for that presentation**. No exceptions.

**Assignments:** You will be required to complete multiple assignments, including preparing a professional CV and cover letter. Further details about the assignments will be announced in class. **Late assignments will NOT be accepted**. No exceptions.

**Final Exam:** The final exam represents 40% of your course grade. Details about exam contents, time, and location will be discussed in the class. Missed examinations may not be made up without prior permission, 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 Teams website to facilitate the administration of the course. You will be responsible for checking the course site regularly for class work and announcements. 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://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.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.

**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**

My office hours are Thursdays from 1000 hours (10:00 am) to 1200 hours (12 noon). 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 course title** **and your first and last name in the email title** (the same applies to if you send me a message via teams). **I reserve the right to not recognize or respond to emails/messages without the course title and your first and last names.**

**Course Outline:**

* Course Introduction
* Theories of Communication
* Tacit Knowledge
* Public Speaking (Presentations)
* Articulating and expressing
* Rules of Thumb (SVO, ‘We’, topic sentence, precis, less-to-say-more, underlying structure)
* Email Correspondence
* Business Memos and Letters
* CVs, Yourself and Cover letter
* Proofing and Editing
* Meeting Etiquette and Management (Agenda, Minutes of Meeting …)
* Interviews (content and organization)
* Negotiations
* Presentation and Formal Report

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| tbc | Final Exam (Comprehensive) |