



Course Syllabus
Spring 2024/2025
dr. Salah A. Alabduljader
303 MGT Business Communication and Report Writing

Lecture Time and Location:

Days:135

Lecture Time: 135/ 01Ai-1011303(13:00-13:50)

Location: BUA-S / 1009

Contact Information:

Location : Management and Marketing Department

Email : MyU@dr_salah

Office : 010A1012 / south building

Office Hours : (1.3.5 / 14:00 to 14:50 pm)

Social Media :

Teaching Assistant:

Name :

Location :

Office :

Email :

Office Hours :

Tutorial :

Course Description:

This course focuses on understanding and applying the principles, methods, and strategies of effective communication in business field the basic elements of the communication skills specially Writing Speaking and Listing skills will be deeply discussed. Finally, the skills related to preparing and writing business reports will be emphasized.

Course Learning Outcomes and Objectives:

The main objective of this course is to develop student's skills in writing, speaking, and listening to fit the needs of business administration. In addition,



how to apply the effective communication skills in different situations of working in business organizations.

Required Material:

Textbook: Kitty O. Locker, and Donna S. Kienzler. Business and Administrative Communication.9th Edition, Mc Grew-Hill, Irwin New York, NY. 2010

Additional Material: "project" this is.

This project revolves around the creation of a humanitarian campaign around a specific concept, a specific habit, or a specific project, that serves the country, and that the students benefit from it in an effective way.

Course Website :

Course Requirements and Policies:

- Commitment to attend.
- effective communication.
- Participation and dialogue.
- Prepare for practical discussion in the lecture.
- Commitment to project work and delivery on time.
- The practical aspect of the lecture is of great importance.

Group Assignments:

Be through the instructions inside the lecture.(Such as workshops and proposed research projects)

In-Class Tests: 2 Midterm Exams and Final Exam

Participation: Encourage and Rewarded

Class Preparation – Readings, Videos, and Online Quizzes: Class Preparation – Readings, Videos.

Attendance and 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://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf



Kuwait University
College of Business Administration
Management and Marketing Department



This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

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 APA or MALA writing style for their assignments and report writing. Refer to the English Language Center for help.

Grading:

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

Weight	Description
15	Mid-Term Exam 1
15	Mid-Term Exam 2
10	Attendance Participation
5	Interactive & Initiatives
10	Major case Analysis
5	Presentation
40	Final Exam
100%	TOTAL



Grade Distribution:

Grade	Range
A	≥ 95
A-	≥ 90 and < 94
B+	≥ 88 and < 89
B	≥ 83 and < 87
B-	≥ 80 and < 82
C+	≥ 78 and < 79
C	≥ 73 and < 77
C-	≥ 70 and < 72
D+	≥ 65 and < 69
D	≥ 60 and < 64
F	< 60

Course Outline:

- 1. Introduction to the course: Course objective, duties and polices.
(Course syllabus)**
- 2. Basic concepts of communication. Definition, process, and Types. Reading
(Hand Out)**
- 3. Succeeding in Business Communication:**
 - **Importance of Business communication**
 - **Cost and Benefits of Business Communication**
 - **The problem of Business Communication**
 - **Comparison between Academic writing and Business writing**
Reading: Chapter (1) + Hand lout
- 4. Adapting your Messages to your Audience:**
 - **Identifying Audiences**
 - **Choosing the proper channel to reach Audience**
 - **Audience Benefits**
 - **Communication to Multiple Audiences**
Reading Chapter (2)



5. Building Goodwill in Business Communication:

- You - Attitudes strategies
 - Positive emphasis strategies
 - Bias-free language
- Reading Chapter (3)**

6. Communication Across Cultures:

- Trends in Business communication
- Reading Chapter (4) PP.98-104**
- Culture dimensions and Communication
- Reading Chapter (5) PP. 128-130**
- Writing to international audiences
- Reading Chapter (5) PP.138-141**

7. Building Writing skills:

- The Composing processes
 - Half-Truth about writing style
 - Revising words, sentences and paragraphs
 - Editing and proofreading
- Reading Chapter (7)**

8. Planning and Researching Reports:

- Types of Reports, Report production process
 - Designing Questions, and sampling
 - Citation and Documentation
- Reading Chapter (17)**

9. Writing Report Proposal:

- Writing Proposal
 - Writing Progress Report
- Reading Chapter (18)**

10. Analyzing Information and writing Reports:

- Analyzing Information and Data
 - Choosing and Organizing Information
 - Writing Formal Reports
- Reading Chapter (19)**



11. Building Listening Skills:

- **Concept of Listening**
 - **Active Listening Strategies**
 - **Overcoming Listening errors**
- Reading (Hand Out)**

12. Building Oral Presentation skills:

- **Comparison between writing and oral messages**
 - **Purposes and strategies of oral presentation**
 - **Preparing and making effective oral presentation**
 - **Group presentation**
- Reading Chapter (10)**

Important Dates:

Date	Event
Mar 09 th , 2025	Mid Term Exam (1) 13:00-13:50pm.
April 13 th , 2025	Mid Term Exam (2) 13:00-13:50pm.
May 24 th , 2025	Final Exam 11:00-13:00.