



Future Academy
Higher Future Institute for Specialized Technological Studies

Course Specification

1- Course information:

Course Code:	115
Course Title:	Communication skills
Year/level	1 st level
Academic Programs	Bachelor of Business administration (English)
Contact hours/ week	Theoretical 3 hrs / Tutorial 2 hrs = Total 5 hrs

2- Course aims:

This course aims to provide students with basic skills in communication with oneself and with others. By developing student's verbal, listening and non-verbal skills through learning speaking and listening skills and the art of conversation. In addition, understanding each student communication profile and determining how to adapt our communication styles while conversation or with teammates, and developing students' ability to communicate and interact with others through focusing on (persuasion, negotiation, personal interview, presentation, skills and teamwork & Conflict resolution), and how to benefit with the emerging technology in their practical life.

3- Intended learning outcomes of the course (ILOs):

a- Knowledge and understanding:

On successful completion of this course, the student should be able to:

- a1- Interpreting and conveying information as an essential component of effective communication.
- a2- Outline the topic and content of a persuasive oral presentation
- a3- Differentiate between various communication styles.
- a4- Identify the skills and tactics required for Conflict resolution
- a5- Understand body language.

b- Intellectual skills:

On completing this course, the student should be able to:

- b1- Improving active speaking and listening skills
- b2- Mastering active dialogue skills

- b3- Apply the main tools to deliver effective presentation
b4- Participating in a variety of solving Conflicts.

c- Professional and practical skills:

At the end of this course, the student will be able to:

- c1- Develop the efficiency of students' communication skills in their field of specialization.
c2- Deploy various persuasive strategies.
c3- Deliver argumental presentations
c4- Use modern and developed methods and techniques that would help them in their professional careers.

d- General and transferable skills:

On successful completion of this course, the student should be able to:

- d1- Improve communication skills with classmates.
d2- promote cooperation and teamwork.
d3- Enhance student role playing skills
d4- Find and process information, using technology to capture and organize data.

4- Course contents

Topics/units	Number of hours		ILO's
	Lecture hours	Practical hours	
Introduction to communication Skills	3	1.5	a1
Art of Conversation	3	1.5	b1, b2,d1
Communication Style and Non-Verbal Communication	3	1.5	a3,A5,
Effective Listening + Quiz 1	3	1.5	a2,b1,d1,
The skill of Persuasion and Negotiation	3	1.5	a2,d3
Presentation Skills	3	1.5	a2,c3
Mid-term Exam	3	1.5	a1,a3
Teamwork an team Evolution	3	1.5	a3,a5
Conflict Management	3	1.5	a4,b4, c3
Students' Presentation	3	1.5	c3,d3,d4
Final Revision	3	1.5	a1,a3

5- Teaching and learning methods

Methods	ILO's																			
	a1	a2	a3	a4	a5	b1	b2	b3	b4	b5	c1	c2	c3	c4	c5	d1	d2	d3	d4	d5
Lectures	✓		✓	✓																

Practical sections/Tutorials							✓						✓				✓		
Self-learning					✓	✓		✓											
Assays and reviews		✓											✓		✓				
Discussion groups		✓						✓	✓						✓				
Problem-solving				✓				✓	✓						✓				
E-learning																			
Blended learning																			

6- Teaching and learning methods for Low-achieving students

- Extra teaching hours for those who need help
- More quizzes to assess their ability for understanding the course
- Encourage the teamwork for those students with other advanced ones to increase their participation and understanding

7- Student assessment

Assessment method	Time	Grade weight (%)	Week	ILOs
Course Work (Tutorial Exercise and Assignments)		10	Every week	a1, a2,b1, b2, b3, c1,d1, d2
Quiz 1	1	10	Week#4	a1, a2,b1, b2, b3
Mid-term exam	1	20	Week#7	a1, a2,b1, b2, b3,
Quiz 2	1	10	Week#11	a1, a2,b1, b2, b3
Final Written exam	2	50	----	a1,a2, b1, b2, b3,

8-List of references

8.1. Student notebooks:

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8.2. Essential textbooks:

Hasson, G.(2015). Brilliant Commounication Skills. Pearson UK.

8.3. Recommended textbooks:

Barker, A. (2010). Improve your Communication Skills. Kogan Page Publishers.

8.4. Journals, Periodical and Reportsetc.

Bietti, Lucas M, Tilston, O, Banderter, A (2018) Storytelling as Adaptive Collective Sense making. Topics in cognitive science, Wiley Online Library.

<https://doi.org/10.1111/tops.12358>

8.5. Websites

<https://www.youtube.com/watch?v=VadQskWdFhc>

<https://www.youtube.com/watch?v=B7SoNGxJvc8>

<https://www.youtube.com/watch?v=2Yw6dFQBklA>

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