**Ministry of Higher Education and Scientific Research**

**Supervision and Scientific Evaluation Body**

**Quality Assurance and Academic Accreditation Office**

**Course Description**

**Subject: -------** **Business correspondence -----------------------**

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| This course description provides a brief survey of the most important characteristics, expected learning output, showing whether students have made full use the learning opportunities. These characteristics have to be matched with the description of the program. |

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| 1. Educational Institution | Shatt Al-Arab University College |
| 2. Department / Center | Business and administration department |
| 3. Course Title /Code | Business correspondence BA127 |
| 4. Lecturer Name | Dr. Rafid Abdul Jaleel Majid Al Hasen |
| 5. Type of Teaching | Attendance |
| 6. Academic Year /Term | The second course, the first stage |
| 7. Total No. of Teaching Hours | 30 hours |
| 8. Date f Preparing this Course Description | 11-11-2023 |

9. **Course Objectives Human Recourse Management**

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| a. Providing students with the most important principles and basics of --------------. |
| b.Teaching students how to apply --- **Business correspondence** ---------------- |
| c. Providing graduates with the necessary knowledge on -------- **Business correspondence** ------------- job in organizations. |
| d. Improving the administrative skills in the field of **Business correspondence** ----. |
| e. Providing graduates with the skills of education and creative learning. |

10. **Course Output, Methodology and Evaluation**

 (A) **Cognitive Objectives**

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| a. Enabling students to acquire knowledge and the art of **Business correspondence** --------. |
| b. Acquainting students with how to promote their personal knowledge. |
| c. Helping students to acquire knowledge in the art of **Business correspondence**---. |
| d. Enabling students to sharpen their skills in the dynamic work environment. |
| e. Enabling students to invest their scientific abilities in their working place in the scope of **Business correspondence** --------.  |
| f. Helping students to get the necessary knowledge to solve problems **Business correspondence** ------. |

 (B) **Skill Objectives Related to the Program**:

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| a. Scientific Skills |
| b. Leadership Skills |
| c. Skills Related to Administrative Work Challenges |

**Methods of Teaching and Learning**

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| a. Using already- prepared lectures. |
| b. Using up-to-date data shows. |
| c. Homework |
| d. Adopting group discussions. |

**Methods of Evaluation**

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| a. Oral tests |
| b. Monthly tests |
| c. Daily quizzes |
| d. Students' Regular Attendance |

 (C) **Sentimental and Value Objectives**

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| a. Realizing ethical objectives. |
| b. Commitment to university traditions. |
| c. Compliance with the University Instructions and the Ministry Regulations. |
| d. Promoting students' personal abilities in educational scopes and how to behave well with others.  |

**Methods of Teaching and Learning**

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| a. Lectures on university instructions. |
| b. Educational guidance lectures. |
| c. Continuous directing. |
| d. Visiting State and private institutions. |
| e. Showing practical cases. |

**Methods of Evaluation**

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| a. Daily quizzes. |
| b. Classroom discussions and commitment to ethics and sublime values. |
| c. Special marks for class activities. |
| d. Monthly and quarterly evaluation. |

**D)** **General and Qualitative Skills (other skills related to the ability of employment and personal development)**

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| a. Enabling students to acquire the skill and art of **Business correspondence** ------. |
| b. Enabling students to apply creative thinking in **Business correspondence** -------. |
| c. Enabling students to use modern methods of analysis and conclusions. |
| d. Enabling students to **Business correspondence** ----------------. |

11. **Course Structure**

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| --- | --- | --- | --- | --- | --- | --- |
| **Week** | **No of Hours** | **History** | **Required Learning Output** | **Title of Subject** | **Teaching Method** | **Evaluation** |
| 1 | 2 | 24/2/2024 | understanding the material | Writing From Scratch | - lectures- case study-discussions | - oral tests-questions |
| 2 | 2 | 2/3/2024 | understanding the material | Organization | - lectures- case study-discussions | - oral tests-questions |
| 3 | 2 | 9/3/2024 | understanding the material | The Seven C s of Style | - lectures- case study-discussions | - oral tests-questions |
| 4 | 2 | 16/3/2024 | understanding the material | Parts of Business Letter | - lectures- case study-discussions | - lectures- case study-discussions |
| 5 | 2 | 23/3/2024 | understanding the material | Collection Letters | - lectures- case study-discussions | - lectures- case study-discussions |
| 6 | 2 | 30/3/2024 | understanding the material | Notification Reminder | - lectures- case study-discussions | - lectures- case study-discussions |
| 7 | 2 | 6/4/2024 | understanding the material | Inquiry, Urgency | - lectures- case study-discussions | - lectures- case study-discussions |
| 8 | 2 | 13/4/2024 | understanding the material | Final Notice /Ultimatum , Insufficient Funds | - lectures- case study-discussions | - lectures- case study-discussions |
| 9 | 2 | 20/4/2024 | understanding the material | Thank you for Payment , Lost Payment / Apology | - lectures- case study-discussions | - lectures- case study-discussions |
| 10 | 2 | 27/4/2024 | understanding the material | Sales and Promotional Letters | - lectures- case study-discussions | - lectures- case study-discussions |
| 11 | 2 | 4/5/2024 | understanding the material | Request for Appointment , Sales Letter to Client | - lectures- case study-discussions | - lectures- case study-discussions |
| 12 | 2 | 11/5/2024 | understanding the material | Letter of Introduction , Followـup on Letter Sent | - lectures- case study-discussions | - lectures- case study-discussions |
| 13 | 2 | 18/5/2024 | understanding the material | Delinquent Reply, Requesting Customer s Assistance | - lectures- case study-discussions | - lectures- case study-discussions |
| 14 | 2 |  | understanding the material | Sales Follow Up, Confirming Sales Order | - lectures- case study-discussions | - lectures- case study-discussions |
| 15 | 2 |  | understanding the material | Reminder That a Sale is About to End, Announcing a Sales Campaign, Promotion or Incentive , Program  | - lectures- case study-discussions | - lectures- case study-discussions |

12.**Infrastructure**

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| a. Textbooks | Oxford commercial correspondence handbook |
| b. References |  |
| c. Recommended books and periodicals (journals, reports, etc.) | Essays and applications from Oxford University in business correspondence |
| d. Electronic references, internet websites, etc | Scientific and specialized journals in management in English |

. Curriculum development plan: Adding vocabulary on (Human Resource Management

) to achieve more and more sobriety in the curriculum by a rate not exceeding 5-10%.

13. **The Plan of Improving the Course**

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| a. Studying labor market needs. |
| b. Be informed of the experiences of other countries in the field of ----------------. |
| c. Be informed of research work published in national and international journals in the field of Business correspondence -------------.  |

 **Professor's signature:**

 **Lecturer. Dr. Rafid Abdul Jaleel Majid Al Hasen**

 **Signature of the head of the department:**

 **an experienced**

 **Dr. Mohamed Aboud Taher**