

Sample Course Description

Dr.Alba Berberi

Faculty: Economy

Study program: Bachelor in Tourism

Course Title: Module: Business Communication

Course Credits: 6

Language of Instruction: Albanian/English

Course Description:

No matter what profession you want to pursue, the ability to communicate will be an essential skill and a skill that employers expect you to have when you enter the workforce. This course introduces you to the fundamental principles of business communication and gives you the opportunity to develop your communication skills.

Improving the communication skills will help during your job search. The better you can communicate, the more successful you'll be at landing interesting and rewarding work.

Improving the communication skills will help you on the job. The people who decide how quickly you'll get promoted and how much you'll earn will be paying close attention to how well you communicate.

Course Goals:

You will learn a three-step writing process that works for all types of writing and speaking projects. You will learn valuable insights into listening, teamwork, and nonverbal communication. Plus, you will learn effective strategies for many types of communication challenges you will face on job. This course will help in your other classes; will help you during your job research. The better you can communicate, the more successful you'll be in landing interesting and rewarding work. Although, it will help you on the job in the future. The employers will observe your interactions with colleagues, customers, and business partners. They will observe your ability to adapt to different audiences and circumstances, so the main goal is to improve our communication skills.

Course Requirements:

During the seminars the students have to be enrolled in group projects, discussion of case studies, active participation with diverse insights regarding the subjects, etc. At the end of the course, students must work on a course assignment divided in small groups and then, is the final exam which attempts to measure the knowledge on this subject. Lectures attendance is optional, while seminar attendance is mandatory at the rate of 75%.

Grading:

Final Exam	75%
Activation during Seminar	15%

Assignments	10%
Total	100%

Course Schedule: This course takes place in the first semester of the first academic year. There are 2 hours for the lectures and 2 hours of seminars per week (the semester is 15 weeks).

The Schedule of Activities is subject to change.