



جامعة دبي
UNIVERSITY of DUBAI

Department of General Education
Course Syllabus
Sections (1)

Semester: Spring **Academic Year: 2009-2010**
Course No: GCOMM 100
Course Title: Communication Skills (A&E)
Section No: 01

Brief Course Description:

The purpose of this course is to present an overview of the foundations of human communication, with particular emphasis on the skills necessary to establish and maintain effective professional and personal relationships. The course covers the elements, principles and goals of human communication. It deals with developing the skills of public speaking, interpersonal, cultural and small group communication.

General Education Program Outcomes:

1. Communicate effectively, think critically and make wise career decisions.
2. Develop a global perspective on ethical, cultural, economic and political issues

General Skills:

1. Communication skills
2. Critical Thinking
3. Interpersonal Skills
4. Global Awareness
5. Ethical Awareness

Course Learning Outcomes (CLOs):

Upon completion of this course students will be able to:

1. Explain basic concepts, principles and goals in communication as a social process.
2. Describe how self-understanding and perception influence communication
3. Utilize skills necessary for effective verbal and nonverbal communication
4. Adopt general strategies of effective and critical listening.
5. Practice strategies for improving interpersonal, organizational and intercultural communication.

CLO Mapping

CLO	Skill Area	State below PO
#1 Explain basic concepts, principles and goals in communication as a social and psychological process.	(1),(3), (5)	(1),(2)
#2 Analyze how self-understanding and perception influence communication	(1),(2),(3), (5)	(1)

#3 Utilize skills necessary for effective verbal and nonverbal communication	(1),(3),(4),(5)	(1),(2)
#4 Adopt general strategies of effective and critical listening.	(1),(2),(3), (5)	(1)
#5 Practice strategies for improving interpersonal, organizational and intercultural communication	(1),(3),(4),(5)	(1),(2)

Assessment Scheme

CLO	Class Work (50%)							Mid-term Exam (20%)	Final Exam (30%)
	Participation (10%)	Quiz 1 (06%)	Quiz 2 (06%)	Quiz 3 (06%)	Quiz 4 (06%)	Moodle (04%)	Group Assignment (12%)		
#1	√	√					√	√	√
#2	√		√			√	√	√	√
#3	√			√		√	√	√	√
#4	√				√				√
#5	√					√	√		√
Total	38%						12%	20%	30%

Teaching Methods

1. class discussions,
2. videos,
3. Moodle Forums

Use of modern Instructional Technology:

- Video presentations
- Power Point presentations.
- Internet research.

Evaluating Student performance:

Your final grade will be calculated as follows:

- | | |
|----------------------------------|------|
| 1. Class Participation | 10% |
| 2. Team Project and Presentation | 12% |
| 3. Moodle discussions | 04% |
| 4. Quiz 1 | 06 % |
| 5. Mid-term Exam | 20 % |
| 6. Quiz 2 | 06% |
| 7. Quiz 3 | 06% |
| 8. Quiz 4 | 06% |
| 9. Final Exam | 30 % |

Weekly Schedule:**Communication Skills Weekly Teaching Plan**

Day/Week	Date	Lecture	Ch	Chapter Objectives	Relation to CLO	Teaching Material/Assignment/Reading	Assessment	Relation to Program Objectives
1	21/2/10	Introduction to course Arabic	----					
2	28/2/10	Human communication Arabic	1	- understand the nature and importance of effective communication - give examples of the essential concepts of communication - use the essential elements of human communication in daily interaction	1	Handouts	Quiz 1 Mid-term Final Exam	PO 1 PO 2
3	7/3/10	Principles of Human communication Arabic	1	- use the essential principles of human communication in life - act mindfully in considering the role of culture in human communication	1	Handouts	Quiz 1 Mid-term Final Exam	PO 1 PO 2
4	14/3/10	Culture and Communication	2	<ul style="list-style-type: none">• Compare different cultures in terms of communicative practices• Communicate successfully in intercultural contexts	5	Textbook Ch.2, pp.34-52		PO 1 PO 2
5	21/3/10	Self and Perception	3	<ul style="list-style-type: none">• communicate with a better understanding of who they are• regulate their self-disclosures and respond appropriately to the disclosures of others• regulate their self-disclosures on the basis of the potential rewards and dangers	2	Textbook Ch.3, pp.56-68	Quiz 2 Mid-term Final Exam Moodle Forum	PO 1

6	28/3/10	Self and Perception	3	<ul style="list-style-type: none"> • explain the nature and working of perception as related to self and others • increasing their accuracy in perceiving other people and their messages 	2	Textbook Ch.3, pp. 68-78	Quiz 2 Mid-term Final Exam Moodle Forum	PO 1
7	4/4/10	Listening in human communication Arabic	4	<ul style="list-style-type: none"> • explain how culture and gender may influence listening • listen more effectively during each of the five listening stages • adjust their listening so that it is more effective for a specific situation 	4	Handouts	Mid-term Final Exam	PO 1
8	11/4/10	Verbal messages	5	<ul style="list-style-type: none"> • understand the nature of verbal messages • identify and explain the principles governing verbal messages • use verbal messages more effectively in all their communication experiences 	3	Textbook Ch.5, pp. 101-121	Quiz 3 Final Exam	PO 1 PO 2
9	18/4/10	Verbal messages	5	<ul style="list-style-type: none"> • avoid language that might be considered sexist, heterosexist, or ageist, any of which would likely have negative consequences • avoid common pitfalls of language usage that can also distort thinking 	3	Textbook Ch.5, pp. 101-121	Quiz 3 Final Exam	PO 1 PO 2
10	25/4/10	Nonverbal messages	6	<ul style="list-style-type: none"> • identify the many forms of nonverbal communication • use nonverbal messages to communicate a variety of meanings • use appropriate types of nonverbal communication to express their meanings 	3	Textbook Ch.6, pp. 124-147	Quiz 3 Final Exam	PO 1 PO 2

11	2/5/10	Nonverbal messages	6	<ul style="list-style-type: none"> • use appropriate types of nonverbal communication to express their meanings • communicate appropriately on the basis of gender and cultural factors 	3	Textbook Ch.6, pp. 124-147	Quiz 3 Final Exam	PO 1 PO 2
12	9/5/10	organizational communication Arabic		<ul style="list-style-type: none"> • explain the types of workplace communication and relationships • communicate more effectively in the organizational contexts 	5	Handouts	Quiz 4 Final Exam	PO 1 PO 2
13	16/5/10	Ethical communication Arabic		<ul style="list-style-type: none"> • communicate in groups and interpersonally with an understanding of the ethical nature of communication 	1,5	Handouts	Quiz 4 Final Exam	PO 1 PO 2
14	23/5/10	Student Presentations		<ul style="list-style-type: none"> • Group presentations 				PO 1 PO 2
15	30/5/10	Student Presentations	...	<ul style="list-style-type: none"> • Group presentations 				PO 1 PO 2
	6/6/10			Final Exam				

Educational Resource

Textbook

De Vito, J. A. (2009):

Human Communication, The Basic Course 11th edition, Pearson Education

General References

Adler, R. B. Proctor, R. F. & Towne, N. (2005)

Looking Out, Looking In, 11th edition, Thomson Publisher

Gamble, T. K. & Gamble, M. (2010)

Communication Works, 10th edition, McGraw-Hill

Tubbs, S. L. & Moss, S. (2005):

Human Communication (Principles and Contexts), 10th edition, McGraw Hill

West, R. & Turner, L. H. (2006)

Understanding Interpersonal Communication, Thomson

Wood, J. (2006):

Communication Mosaics: An Introduction to the Field of Communication, 4th edition, Thomson Publishers