



هيئة تقويم التعليم
Education Evaluation Commission
المركز الوطني للتقويم والاعتماد الأكاديمي
National Center for Academic Accreditation and Evaluation

T6. COURSE SPECIFICATIONS (CS)

Introduction to communication

200 COM

Course Specifications

Institution:Gazan University	Date: 17/1/1439
College/Department :: Faculty of Arts and Humanities - Department of Journalism and Information	

A. Course Identification and General Information

1. Course title and code: Introduction to Communication 200 Science-2			
2. Credit hours:2			
3. Program(s) in which the course is offered. (If general elective available in many programs indicate this rather than list programs)			
4. Name of faculty member responsible for the course			
5. Level/year at which this course is offered:			
6. Pre-requisites for this course (if any):N			
7. Co-requisites for this course (if any):N			
8. Location if not on main campus: The academic complex / Abo Arish			
9. Mode of Instruction (mark all that apply):			
a. traditional classroom	<input checked="" type="checkbox"/>	What percentage?	<input type="text" value="70"/>
b. blended (traditional and online)	<input checked="" type="checkbox"/>	What percentage?	<input type="text" value="30"/>
c. e-learning	<input type="checkbox"/>	What percentage?	<input type="text"/>
d. correspondence	<input type="checkbox"/>	What percentage?	<input type="text"/>
f. other	<input type="checkbox"/>	What percentage?	<input type="text"/>
Comments:			

B Objectives

1. What is the main purpose for this course?

Definition of communication, its importance, its role and characteristics, and stand on its means, tools and factors affecting it.

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

C. Course Description (Note: General description in the form used in Bulletin or handbook)

Course Description:

The increasing use of materials and references that depend on the communicative process explains the means, message, and recipient

Make the necessary changes in course content based on the results of new scientific research in the field of communication

1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
The nature of communication, its characteristics, its fields, its activities, its physical and symbolic environment	2	4
His verbal systems, language, speech styles	1	2
Nonverbal communication, appearance, movement, touch, place and time	1	2
The origin and evolution of communication	1	2
Contact functions	2	2
Mass communication	1	4

2. Course components (total contact hours and credits per semester):

		Lecture	Tutorial	Laboratory/ Studio	Practical	Other:	Total
Contact Hours	Planned	30	-	-	-	-	30
	Actual	30	-	-	-	-	30
Credit	Planned	2	-	-	-	-	2
	Actual	2	-	-	-	-	2

3. Additional private study/learning hours expected for students per week.

2

4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy

On the table below are the five NQF Learning Domains, numbered in the left column.

First, insert the suitable and measurable course learning outcomes required in the appropriate learning domains (see suggestions below the table). **Second**, insert supporting teaching strategies that fit and align with the assessment methods and intended learning outcomes. **Third**, insert appropriate assessment methods that accurately measure and evaluate the learning outcome. Each course learning outcomes, assessment method, and teaching strategy ought to reasonably fit and flow together as an integrated learning and teaching process. (Courses are not required to include learning outcomes from each domain.)

Code #	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
1.0			
1.1	Demonstrate sufficient knowledge to analyze and concepts of introduction to communication.	Lecture - group discussions - scientific researches	Written and oral tests - assessing duties .
1.2	Provide the necessary knowledge to introduction to communication.	Lecture - group discussions - scientific researches	Final evaluation (written tests - student achievement file)
2.0	Cognitive Skills		
2.1	apply the concepts and professional information media	Lecture - Lecture - Discussion	Structured Evaluation (Oral Questions - Research, Worksheets and Reports)
2.2	apply the concepts and professional information introduction to communication.	Lecture - Lecture - Discussion	Final evaluation (written tests - student

			achievement file)
3.0	Interpersonal Skills & Responsibility		
3.1	conduct innovative and practical new research with integrity	Lecture Discussion - Cooperative Learning.	Written tests - Evaluation of duties and papers Individual and collective research - Evaluation of worksheets and speech
3.2			
4.0	Communication, Information Technology, Numerical		
4.1	Acquire the skill of effective communication, skill of delivery and good presentation	Lectures inside the hall	Structured Evaluation (Oral Questions - Research, Worksheets and Reports)

5. Schedule of Assessment Tasks for Students During the Semester			
	Assessment task (i.e., essay, test, quizzes, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
1	The first quarterly test	5	10
2	Second Quarterly Test	4	10
3			
4	First duty	10	10
5	Second duty	8	5
6	Attendance bonus	Continuous	5
7	The final test	According to the university calendar	60
8			

D. Student Academic Counseling and Support

1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

E Learning Resources

1. List Required Textbooks

Hassan ImadMakkawi Introduction to Communication, Egyptian Lebanese House and Laila Hussein Al Sayed

2. List Essential References Materials (Journals, Reports, etc.)

Rakan Abdel-Karim Habib et al. (2005), Skills and Means of Communication, Jeddah: Jeddah Publishing House

3. List Electronic Materials, Web Sites, Facebook, Twitter, etc.

4. Other learning material such as computer-based programs/CD, professional standards or regulations and software.

F. Facilities Required

Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access, etc.)
1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)
2. Technology resources (AV, data show, Smart Board, software, etc.)
3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)

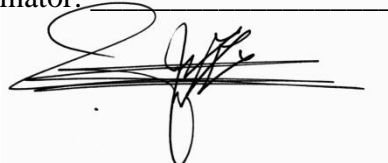
G Course Evaluation and Improvement Processes

<p>1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching</p> <p>Evaluation of student performance through the results and the exchange of the correction of a sample of the tests periodically by faculty members in the same specialization and reviewed by the head of the department.</p>
<p>2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department</p> <p>Conduct a regular periodic review of the course weekly to make the scientific material present in the minds of students and work to retrieve it in a timely manner.</p>
<p>3. Processes for Improvement of Teaching</p> <p>Evaluation of student performance through the results and the exchange of the correction of a sample of the tests periodically by faculty members in the same specialization and reviewed by the head of the department.</p> <p>- Through questionnaires distributed to students</p>
<p>4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)</p> <p>Evaluation of student performance through the results and the exchange of the correction of a sample of the tests periodically by faculty members in the same specialization and reviewed by the head of the department.</p> <p>- Through questionnaires distributed to students</p>
<p>5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.</p> <p>Learn about the latest books in the field and benefit from it. Organizing workshops in which faculty members share their opinions and views,</p>

Name of Course Instructor: _____asaadelwadany_____

Signature:  _____ Date Specification Completed: _____

Program Coordinator: _____

Signature:  _____ Date Received: _____