



Course Specification of Business Correspondence

I. Course Identification and General Information:						
1	Course Title:	<i>Business Correspondence</i>				
2	Course Number & Code:	DR 43				
3	Credit hours:	C.H				Total
		Theoretical	Practical	Training	Seminar	
		3				3
4	Study level/ semester at which this course is offered:	Semester II / Level II				
5	Pre –requisite (if any):	DR 13; DR 23; DR 33;				
6	Co –requisite (if any):	DR 42				
7	Program (s) in which the course is offered:	English Program				
8	Language of teaching the course:	English				
9	Location of teaching the course:	Faculty of Languages/ University Campus				
10	Prepared by:	Lecturer: Abdul-Hakim Homadi				
11	Date of approval:					
II. Course description:						
This course aims to expose English language learners to the many types of business letters, so that learners become aware of the importance of effective business writing in the professional context. It also helps learners to develop reading and writing ability to handle different forms of business correspondence in various levels of organizational communication.						
III. Intended learning outcomes (ILOs) of the course:						
(A) Knowledge and Understanding:						
Alignment Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Knowledge and Understanding.						
Program Intended Learning Outcomes (Sub- PILOs) in: Knowledge and Understanding			Course Intended Learning Outcomes (CILOs) in: Knowledge and Understanding			
After completing this program, students will be able to:			After participating in the course, students will be able to:			
A3-	Demonstrate an awareness of the basic structure, levels and discourse functions of the English language and in the ways in which words and sentences are related to each other	a1-	Demonstrate sound understanding of the layout, content, and style of different forms of business correspondence.			

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	and how they combine to create texts of different types.		
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Teaching and Assessment Methods for Achieving Learning Outcomes:

Alignment Learning Outcomes of Knowledge and Understanding to Teaching and Assessment Methods:

Course Intended Learning Outcomes (CILOs) in Knowledge and Understanding	Teaching strategies/methods to be used	Methods of assessment
After participating in the course, students will be able to:	<ul style="list-style-type: none"> Interactive Lectures Individual and Pair work Cass discussions and Class reports 	<ul style="list-style-type: none"> Homework Midterm Test Final Exam
a1- Demonstrate sound understanding of the layout, content, and style of different forms of business correspondence.		

(B) Intellectual Skills:

Alignment Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Intellectual skills

Program Intended Learning Outcomes (Sub- PILOs) in Intellectual skills	Course Intended Learning Outcomes (CILOs) of Intellectual Skills
After completing this program, students will be able to:	After participating in the course, students will be able to:
B5- Critically examine and evaluate evidence in relation to communication and language use in a variety of modes, genres and context, in different literary and non-literary texts.	b1- Analyze different texts to learn appropriate stylistic devices to make correspondence more polite and formal.

Teaching and Assessment Methods for Achieving Learning Outcomes:

Alignment Learning Outcomes of Intellectual Skills to Teaching Methods and Assessment Methods:

Course Intended Learning Outcomes (CILOs) in Intellectual Skills.	Teaching strategies/methods to be used	Methods of assessment
After participating in the course, students will be able to:	<ul style="list-style-type: none"> Lectures Interactive Lectures Individual and Pair work Cass discussions and Class reports 	<ul style="list-style-type: none"> Homework Midterm Test Final Exam
b1- Analyze different texts to learn appropriate stylistic devices to make correspondence more polite and formal.		

(C) Professional and Practical Skills:

Alignment Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Professional and Practical Skills

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Program Intended Learning Outcomes (Sub-PIOs) in Professional and Practical Skills		Course Intended Learning Outcomes (CILOs) in Professional and Practical Skills	
After completing this program, students will be able to:		After participating in the course, students will be able to:	
C1-	Apply their understanding of linguistic concepts, methods and approaches to construction and analysis of meanings in different literary and non-literary texts and various modes of communication.	c1-	Apply standard layouts and style by using appropriate phrases in writing different effective commercial correspondence.
		c2	
		c3	Use two different ways of complimentary closes. Use references correctly in correspondence.
Teaching and Assessment Methods for Achieving Learning Outcomes:			
Alignment Learning Outcomes of Professional and Practical Skills to Teaching and Assessment Methods:			
Course Intended Learning Outcomes (CILOs) in Professional and Practical Skills		Teaching strategies/methods to be used	Methods of assessment
After participating in the course, students will be able to:		<ul style="list-style-type: none"> ▪ Interactive Lectures ▪ Individual and Pair work ▪ Cass discussions and Class reports 	<ul style="list-style-type: none"> ▪ Homework ▪ Midterm Test ▪ Final Exam
c1-	Apply standard layouts and style by using appropriate phrases in writing different effective commercial correspondence.		
c2	Use two different ways of complimentary closes.		
c3	Use references correctly in correspondence.		
(D) General / Transferable Skills:			
Alignment Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PIOs) in: General and Transferable skills			
Program Intended Learning Outcomes (PIOs) in General / Transferable skills		Course Intended Learning Outcomes (CILOs) in General / Transferable skills	
After completing this program, students will be able to:		After participating in the course, students will be able to:	
D6-	Communicate effectively and fluently in English in different academic, professional and social settings.	d1-	Write different forms of business correspondence clearly, concisely, courteously, and correctly and coherently in professional contexts.

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Teaching and Assessment Methods for Achieving Learning Outcomes:

Alignment Learning Outcomes of General and Transferable skills to Teaching and Assessment Methods:

Course Intended Learning Outcomes (CILOs) in General and Transferable Skills	Teaching strategies/methods to be used	Methods of assessment
After participating in the course, students will be able to:	<ul style="list-style-type: none"> ▪ Role plays ▪ Pair Work ▪ Class Report 	<ul style="list-style-type: none"> ▪ Homework ▪ Midterm Test ▪ Final Exam
d1- Write different forms of business correspondence clearly, concisely, courteously, and correctly and coherently in professional contexts.		

IV. Course Content:

1 – Course Topics/Items:

a – Theoretical Aspect

Order	Topic List / Units	CILOs (symbols)	Sub-topic List	Number of weeks	Contact hours
1	1 Letters, faxes and emails	a3, b1, c1, d1	Letters: Layout 1; Heading and closing; Content Faxes: Style; examples	2	6
2	2 Content and Style	a3, b1, c1, d1	Length; Order and Sequence; planning; Style and Language; Clarity; accuracy	2	6
3	3 Enquiries	a3, b1, c1, d1	Making Enquiries; examples	1	3
4	4 Replies and quotations	a3, b1, c1, d1	Replying to enquiries; Giving quotations; examples	1	3
5	5 Orders	a3, b1, c1, d1	Placing an order; Acknowledging an order; Advice of dispatch; examples	2	6
6	6 Payment	a3, b1, c1, d1	Invoices and statements; Statements of accounts; Examples; Delayed payment; Request for payment; Examples	2	6
7	7 Complaints and adjustments	a3, b1, c1, d1	Understanding complaints; Making general complaints; Replying to letters of complaints; Examples; Accounting errors and adjustments; Examples	2	6
8	8 Credit	a3, b1, c1, d1	Forms of credit; Replying to requests for credit; examples; Asking about credit	2	6

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			rating		
Number of Weeks /and Units Per Semester		6 Units		14wks	42

b- Training Aspect:				
Order	Training Tasks	CILOs (symbols)	Number of weeks	Contact hours
1	NA			
Number of Weeks /and Units Per Semester				

V. Teaching strategies of the course:	
<ul style="list-style-type: none"> ▪ Interactive Lectures ▪ Individual work ▪ Pair work ▪ Group discussions ▪ Class report 	
3-Assessment Methods:	
<ul style="list-style-type: none"> ▪ Homework ▪ Midterm Test ▪ Final Exam 	

VI. Schedule of Assessment Tasks for Students During the Semester:					
No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment	Aligned Course Outcomes Learning (CILOs symbols)
1	Home Assignments	Left to the teacher (at least three assignments)	15	15%	a3, b1, c1, d1
2	Midterm Test	Week 7	15	15%	a3, b1, c1, d1
3	Final Exams	End of Term (week 16)	70	70%	a3, b1, c1, d1
Total			100	100%	

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VII. Learning Resource (MLA style or APA style)s:	
1- Required Textbook(s) (maximum two)	
	1. Ashley A. (2003) <i>Oxford Hand Book of Commercial Correspondence</i> - Oxford University Press 2. Gilling Desmond A. (2013) <i>The Essential Hand Book for Business Writing</i> - Greenlink Consulting, Canada
2- Recommended Readings and Reference Materials	
	1. Lougheed L. (2013) <i>Business Correspondence- A guide to Everyday writing</i> , 2 nd edition- Pearson Education 2. Seglin Jeffrey L. & Coleman E. (2002) <i>The AMA Hand Book of Business Letters</i> , 3 rd edition- American Management Association, NY
3- Essential References	
4- Electronic Materials and Web Sites etc.	
	1. digitalguide">https://www.ionos.com>digitalguide 2. https://www.thebalancecareers.com
5- Other Learning Material:	
IX. Course Policies: (Based on the Uniform Students' Bylaw (2007))	
1	Class Attendance: Class Attendance is mandatory. A student is considered absent and shall be banned from taking the final exam if his/her absence exceeds 25% of total classes.
2	Tardiness: A student will be considered late if he/she is not in class after 10 minutes of the start time of class.
3	Exam Attendance/Punctuality: No student shall be allowed to the exam hall after 30 minutes of the start time, and shall not leave the hall before half of the exam time has passed.
4	Assignments & Projects: Assignments and projects must be submitted on time. Students who delay their assignments or projects shall lose the allocated mark.
5	Cheating: Cheating is an act of fraud that results in the cancelation of the student's exam or assignment. If it takes place in a final exam, the Uniform Students' Bylaw (2007) shall apply.
6	Forgery and Impersonation: Forgery/Impersonation is an act of fraud that results in the cancelation of the student's exam, assignment or project. If it takes place in a final exam, the Uniform Students' Bylaw (2007) shall apply.
7	Other policies:

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The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration.

اللجنة الإشرافية:			
م	الاسم	الصفة الوظيفية	التوقيع
١	د/ عباس مطهر	نائب العميد للدراسات العليا	
٢	أم.د/ أحمد مجاهد	نائب عميد مركز التطوير وضمان الجودة	
٣	أ.د/ إبراهيم المطاع	نائب رئيس الجامعة للشؤون الأكاديمية	

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Course Plan of Business Correspondence

I. - Information about Faculty Member Responsible for the Course:						
Name of Faculty Member	Office Hours					
Location & Telephone No.	SAT	SUN	MON	TUE	WED	THU
E-mail						

II. Course Identification and General Information:						
1-	Course Title:	Business Correspondence				
2-	Course Number & Code:	DR 43				
3-	Credit hours:	C.H				Total
		Th.	Seminar	Pr.	F. Tr.	
		3	-	-	3	
4-	Study level/year at which this course is offered:	Semester II / Level II				
5-	Pre –requisite (if any):	DR 13; DR 23; DR 33;				
6-	Co –requisite (if any):	DR 42				
7-	Program (s) in which the course is offered	English Program				
8-	Language of teaching the course:	English				
9-	System of Study:	Regular				
10-	Mode of delivery:	Interactive Lecture				
11-	Location of teaching the course:	Faculty of Languages/ University Campus				

III. Course Description:
This course aims to expose English language learners to the many types of business letters, so that learners become aware of the importance of effective business writing in the professional context. It also helps learners to develop reading and writing ability to handle different forms of business correspondence in various levels of organizational communication.

IV. Intended learning outcomes (ILOs) of the course:
After completing this course, students will be able to:
1. Demonstrate sound understanding of the layout, content, and style of different forms of business correspondence.
2. Analyze different texts to learn appropriate stylistic devices to make correspondence more polite and formal.
3. Apply standard layouts and style by using appropriate phrases in writing different effective commercial correspondence.
4. Use two different ways of complimentary closes.

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5. Use references correctly in correspondence.
6. Write different forms of business correspondence clearly, concisely, courteously, and correctly and coherently in professional contexts.

V. Course Content:

A – Theoretical Aspect:

No	Topics List	Week Due	Contact Hours
1	Letters, faxes and emails Layout 1; Heading and closing; Content	1	3
2	Faxes: Style; examples	2	3
3	Content and Style: Length; Order and Sequence	3	3
4	Content and Style: planning; Style and Language; Clarity; accuracy	4	3
5	Enquiries: Making Enquiries; examples	5	3
6	Replies and quotations: Replying to enquiries; Giving quotations; examples	6	3
7	Orders: Placing an order; Acknowledging an order	7	3
8	Mid-Term Exam	8	3
9	Orders: Advice of dispatch; examples	9	3
10	Payment: Invoices and statements; Statements of accounts; Examples	10	3
11	Payment: Delayed payment; Request for payment; Examples	11	3
12	Complaints and adjustments: Understanding complaints; Making general complaints; Replying to letters of complaints; Examples	12	3
13	Complaints and adjustments: Accounting errors and adjustments; Examples	13	3
14	Credit: Forms of credit; Replying to requests for credit;	14	3
15	Credit: examples; Asking about credit rating	15	3
	Final exam	16	3
Number of Weeks /and Units Per Semester 6 Units		16	48

b- Training Aspect:

Order	Training Tasks	Week Due	Contact hours
1			
Number of Weeks /and Units Per Semester			

VI. Teaching strategies of the course:

- Interactive Lectures
- Individual work
- Pair work
- Group discussions
- Class report

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VII. Assessment Methods:

- Homework
- Midterm test
- Final exam

No.	Type of Assessment Tasks	Week Due	Mark	Proportion of Final Assessment
1	Home assignments	Left to the teacher (at least three assignments)	15	15%
2	Midterm test	Week 7	15	15%
3	Final exams	End of Term (week 16)	70	70%
Total			100	100%

VIII. Learning Resources:

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1- Required Textbook(s) (maximum two).

1. Ashley A. (2003) *Oxford Hand Book of Commercial Correspondence* - Oxford University Press
2. Gilling Desmond A. (2013) *The Essential Hand Book for Business Writing*- Greenlink Consulting, Canada

2- Essential References.

1. Loughed L. (2013) *Business Correspondence- A guide to Everyday writing*, 2nd edition- Pearson Education
2. Seglin Jeffrey L. & Coleman E. (2002) *The AMA Hand Book of Business Letters*, 3rd edition- Amer Management Association, NY

3-

1. <https://www.ionos.com>digitalguide>
2. <https://www.thebalancecareers.com>

IX. Course Policies: (Based on the Uniform Students' Bylaw (2007))

1	Class Attendance: Class Attendance is mandatory. A student is considered absent and shall be banned from taking the final exam if his/her absence exceeds 25% of total classes.
2	Tardiness: A student will be considered late if he/she is not in class after 10 minutes of the start time of class.
3	Exam Attendance/Punctuality: No student shall be allowed to the exam hall after 30 minutes of the start time, and shall not

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	leave the hall before half of the exam time has passed.
4	Assignments & Projects: Assignments and projects must be submitted on time. Students who delay their assignments or projects shall lose the allocated mark.
5	Cheating: Cheating is an act of fraud that results in the cancelation of the student's exam or assignment. If it takes place in a final exam, the Uniform Students' Bylaw (2007) shall apply.
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7	Other policies: The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration.