

Course details	
Academic unit:	Hotel and tourism management
Course title:	Academic skills and business communications
Level:	Bachelor
Course status:	
Year of studies:	First
Number of classes in a week:	3
ECTS-credits:	5
Time/ location:	
Course coordinator:	Prof.ass. dr. Bashkim Musliu
Course description	
	This course offers students the opportunity to improve their writing skills by practicing writing and giving them suggestions to develop their writing skills. Also the students will be required to write and read their task during our class meetings. The students will be encouraged to publish their professional work in print media in order to fulfil the basic requirements of this course, in other words to practically fulfil the requirements of this course.
Contents	
Course goals:	The primary purpose of this course is to provide the students with information about the culture of communications, culture of writing and basic concepts of academic writing. Another purpose of this course is to help students to develop their communication skills to suit any situation related to their field of study.
Course objectives:	On successful completion of this course students will be able to: <ul style="list-style-type: none"> • Communicate effectively • demonstrate writing skills: generate new ideas, draft, revise, and prepare research papers and presentations related to their field of study. • understand the importance of communication • choose appropriate ways to communicate in different situations; • assess communication forms that increase

	the performance of work in a group or a team.
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Achieving the learning outcomes			
Activity	Hours	Days/Weeks	Total
Lectures	3	15	45
Exercises			
Practice			
Consultations	2	1	2
Tests			
Homework	2	12	24
Self-study time	3	10	30
General review of lessons	5	2	10
Evaluation time(tests,final exam)	2	2	4
Projects, presentations etc.	5	2	10
Total			125

Methodology of teaching:	<p>>Lectures (combined form-interactive)</p> <p>(Class activities will include a combination of instructor- and student-led discussions)</p> <p>>Exercises (The student will plan and draft a scientific paper, discuss about it in groups and participate actively in classroom interactions.);</p> <p>>Discussions and debates related to the themes that we cover in our course;</p> <p>>Writing, text content interpretation;</p> <p>>tests, essays and oral presentations will be used to check students achievement in academic writing.</p>
Evaluation:	<p>> First evaluation 15 %</p> <p>> Second evaluation 15 %</p>

	<p>> Active participation in class discussion 10 %</p> <p>> Lecture attendance 10 %</p> <p>> Final exam 50 %</p> <p>Total 100 %</p> <p>-</p>
Literatura	
Literatura bazë:	<ul style="list-style-type: none"> • Buisness Communication Today, Bovee/Till, ninth edition. • <i>Gjovalin Shkurtaj, Si të shkruajmë shqip, Morava, Tiranë, 2013.</i> • Sylvian Barnet, Pat Bellanca, Marica Stubbs, Shkrimi akademik, Dita, Tiranë, 2000.
Literatura shtesë:	<ul style="list-style-type: none"> • Andri Koxhaj, Florian Tomini, “Manaxhimi i komunikimit”, Tiranë, 2006. • S. I. Hayakawa Language in Thought And Action, 1949. • Rami Memushaj, Shqipja standarde, Toena, Tiranë, 2004.

Covered main topics	
Week no.	This course will cover the following topics:
<i>Week 1:</i>	<p>Introduction to course description, teaching methodology, evaluation, and required texts.</p> <p>What is language culture?</p> <p>What is academic writing?</p> <p>Differences and similarities between academic writing and language culture.</p>
<i>Week 2:</i>	Basic notions: language, writing, critical reading, academic writing and spelling.
<i>Week 3:</i>	Meaning and importance of communication in business
<i>Week 4:</i>	Achieving success through effective business communication
<i>Week 5:</i>	<p>Communication codes and their meanings;</p> <p>Principles of effective communication;</p> <p>Planning business messages.</p>
<i>Week 6:</i>	<p>The process of writing a research paper: choosing the topic, finding literature related to the topic and drafting the topic.</p> <p>First evaluation: the results of the first essay</p>
<i>Week 7:</i>	Structure of a research paper (article, diploma thesis, master's thesis, doctoral thesis.): introduction, topic (chapters), conclusion, literature.
<i>Week 8:</i>	<p>Assessing essays</p> <p>Evaluating the structure of a research paper</p>
<i>Week 9:</i>	Citation and Footnotes
<i>Week 10:</i>	Resources and literature (required literature, additional literature); bibliography

	How to format your research paper properly?
Week 11:	Writing a review for a book of your field.
Week 12:	Proofreading, revision and editing
Week 13:	Applying for a job
Week 14:	A general review of the main issues of language culture
Week 15:	A general review of the main issues of academic writing

Academic policy and rules of conduct

<i>Lecture attendance and active participation in classroom activities are compulsory.</i>
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