

SYLLABI

Basic data of the subject	
Academic unit	Faculty of Management
Subject	Academic Skills and Business Communication
Level	Bachelor
Course status	Mandatory
Year of studies	I
Semester	I
Number of hours per week	3
Value of credits - ECTS	6
Time/ Location	USHAF
Course lecturer	Prof.. As. Dr. Bashkim Musliu
Contact details	Bashkim.Musliu@ushaf.net
Course description	
Course description	<p>The course is about teaching and practicing of writing, communication; with writing, reading and analyzing student work, the scientific literature used in the course is elaborated through the topics - Writing; critical reading; academic writing; spelling; orthography, Meaning and importance of communication, Communication codes and their meaning; principles of effective communication, Research process: topic selection; literature selection and resource utilization; topic design, Structure of the research paper (seminar, diploma, master, doctorate): introduction; topics (division into chapters), conclusion, sources and literature, Citation (types, ways, forms); footnotes (types, forms), Public communication, Proofreading and editing.</p> <p>Students will be encouraged to publish their professional writing in order to meet the basic requirements of the course.</p>
Course objectives	<p>The aim of the course is to familiarize students with the culture of writing and communication.</p> <p>Another goal is to develop students' skills to communicate effectively in any situation related to their professional activity.</p>
Expected learning outcomes	<p>Upon completion of this module, students are expected to:</p> <ul style="list-style-type: none"> • know the field of communication in business, • Demonstrate skills in the writing process: generating ideas, preparing drafts, reviewing and revising works, and in presentation. • understand the importance of writing according to codified norms; • know about communication and its importance in the contemporary organizational context. • are trained to choose the appropriate means of communication, depending on concrete business situations. • evaluate the forms of communication that enable high performance of group work.

Contribution to the student load (which must correspond with learning outcomes)			
Activity	Hours	Days/Weeks	Total
Lectures	2	15	30
Theoretical exercises / laboratory	1	15	15
Internship			
Contacts with teacher / consultations	1	5	5
Field exercises			
Midterm, seminars and projects.			
Homework	2	10	20
Studying (at the library or at home)			50
Final preparation for the exam	2	10	20
Time spent on evaluation (tests, quiz and final exam)	3	2	6
Projects and presentations	1	4	4
Total			150
Teaching methodology			
	<ul style="list-style-type: none"> - Lecture (combined form - interactive) - Interactive exercises (drafting scientific papers, discussing them in groups and communication) related to student papers - Discussions, debates about the topics taught, - Writing, interpretation - Verification of knowledge through testing, through writing essays, seminars. 		
Assessment methods			
	<p>During the semester two written tests with 40 points each will take place, or the student has the right to take only the final exam which has 80 points (written / oral test), the test contains open-ended questions, assignments and multiple-choice questions (student passes the exam if he or she accumulates 50 points from all the evaluation criteria),</p> <p>20 points - Activity, attendance and discussions, 80 points - from two written tests or the Final Exam,</p>		
Teaching tools			
	Whiteboard, the Internet, wireless, computer, projector, Power Point, etc.		
Theory vs. practice ratio			
	70% - Theory, 30% - Practical exercises		
Literature			
Basic literature			
	<ol style="list-style-type: none"> 1. Bovee, Courtland, Thill, John, 2021, Business Communication Today, Global Edition, Pearson 2. Gjovalin Shkurtaj, Si të shkruajmë shqip, Morava, Tiranë, 2013. 		
Additional literature			
	<ol style="list-style-type: none"> 1. Andri Koxhaj, Florian Tomini, “Manaxhimi i komunikimit”, Tiranë, 2006. 2. S. I. Hayakawa Language in Thought And Action, 1949. 3. Rami Memushaj, Shqipja standarde, Toena, Tiranë, 2004. 4. Sylvian Barnet, Pat Bellanca, Marica Stubbs, Shkrimi akademik, Dita, Tiranë, 2000. 		
Designated learning plan:			

Week	Lecture
Week one	Introduction to the course, methods, assessment, resources and literature.
Week two	Basic notions: language; writing; critical reading; academic writing; spelling; pronunciation
Week three	The meaning and importance of communication
Week four	Communication culture
Week five	Communication codes and their meaning; principles of effective communication
Week six	Research paper process: topic selection; literature selection and resource utilization; topic design First assessment: results of thematic essay
Week seven	Structure of the research paper (seminar, diploma, master, doctorate): introduction; topics (division into chapters), conclusion, sources and literature, First test,
Week eight	Essay evaluation, Evaluation of the structure of the scientific work
Week nine	Citation (types, ways, forms); footnotes (types, formats)
Week ten	Sources and literature (basic literature, auxiliary literature); bibliography; technical aspects of research paper
Week eleven	Writing a review for a book from a relevant field
Week twelve	Proofreading and editing
Week thirteen	Public communication
Week fourteen	Evaluation of essay and book review
Week fifteen	Summary of key communication skills issues, Second Test,
Academic policies and rules of conduct	
The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.	