

<b>Basic data of the subject</b>	
<b>Academic unit</b>	<b>Faculty of Management</b>
<b>Program</b>	<b>Business Management and Entrepreneurship</b>
<b>Subject</b>	<b>Academic Skills and Business Communication</b>
<b>Level</b>	<b>Bachelor</b>
<b>Course status</b>	<b>Obligatory</b>
<b>Year of studies</b>	<b>I</b>
<b>Semester</b>	<b>I</b>
<b>Number of hours per week</b>	<b>3</b>
<b>Value of credits - ECTS</b>	<b>6</b>
<b>Time/ Location</b>	<b>UASF</b>
<b>Course lecturer</b>	
<b>Contact details</b>	
<b>Course description</b>	
	<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>
<b>Course objectives</b>	<p>The aim of the course is to familiarize students with the culture of writing and communication. Another goal is to develop students' skills to communicate effectively in any situation related to their professional activity.</p>
<b>Expected learning outcomes</b>	<p>Upon completion of this module, students are expected to:</p> <ul style="list-style-type: none"> <li>• know the field of communication in business,</li> <li>• Demonstrate skills in the writing process:</li> </ul>

	<p>generating ideas, preparing drafts, reviewing and revising works, and in presentation.</p> <ul style="list-style-type: none"> <li>• understand the importance of writing according to codified norms;</li> <li>• know about communication and its importance in the contemporary organizational context.</li> <li>• are trained to choose the appropriate means of communication, depending on concrete business situations.</li> <li>• evaluate the forms of communication that enable high performance of group work.</li> </ul>		
<b>Contribution to the student load (which must correspond with learning outcomes)</b>			
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
<b>Total</b>			<b>150</b>
<b>Teaching methodology</b>	<ul style="list-style-type: none"> <li>- Lecture (combined form - interactive)</li> <li>- Interactive exercises (drafting scientific papers, discussing them in groups and communication) related to student papers</li> <li>- Discussions, debates about the topics taught,</li> <li>- Writing, interpretation</li> <li>- Verification of knowledge through testing, through writing essays, seminars.</li> </ul>		
<b>Assessment methods</b>	<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</p>		

	passes the exam if he or she accumulates 50 points from all the evaluation criteria), 20 points - Activity, attendance and discussions, 80 points - from two written tests or the Final Exam,
<b>Teaching tools</b>	Whiteboard, the Internet, wireless, computer, projector, Power Point, etc.
<b>Theory vs. practice ratio</b>	70% - Theory, 30% - Practical exercises
<b>Literature</b>	
<b>Basic literature</b>	1. Bovee/Till, Buisness Communication Today, ninth edition. 2. Gjovalin Shkurtaç, Si të shkruajmë shqip, Morava, Tiranë, 2013.
<b>Additional literature</b>	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. Syllivan Barnet, Pat Bellanca, Marica Stubbs, Shkrimi akademik, Dita, Tiranë, 2000.
<b>Designated learning plan:</b>	
<b>Week</b>	<b>Lecture</b>
<b>Week one</b>	Introduction to the course, methods, assessment, resources and literature.
<b>Week two</b>	Basic notions: language; writing; critical reading; academic writing; spelling; pronunciation
<b>Week three</b>	The meaning and importance of communication
<b>Week four</b>	Communication culture
<b>Week five</b>	Communication codes and their meaning; principles of effective communication
<b>Week six</b>	Research paper process: topic selection; literature selection and resource utilization; topic design First assessment: results of thematic essay
<b>Week seven</b>	Structure of the research paper (seminar, diploma, master, doctorate): introduction; topics (division into chapters), conclusion, sources and literature, First test,
<b>Week eight</b>	Essay evaluation, Evaluation of the structure of the scientific work
<b>Week nine</b>	Citation (types, ways, forms); footnotes (types, formats)
<b>Week ten</b>	Sources and literature (basic literature, auxiliary

	literature); bibliography; technical aspects of research paper
<b>Week eleven</b>	Writing a review for a book from a relevant field
<b>Week twelve</b>	Proofreading and editing
<b>Week thirteen</b>	Public communication
<b>Week fourteen</b>	Evaluation of essay and book review
<b>Week fifteen</b>	Summary of key communication skills issues, Second Test,
<b>Academic policies and rules of conduct</b>	
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.	