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| Code & No: NAJM 167 | الرقم والرمز : 167 نجم |
| Course : Technical Writing in Business | اسم المقرر : الكتابة في إدارة الأعمال |
| Credits : 2 (2+2+2) | الساعات : 2 (2+2+2) |
| Pre-requisite : NAJM 161 + NAJM 162 + NAJM 163 | متطلب سابق : 161 نجم + 162 نجم + 163 نجم |

يقدم هذا المقرر مختلف الطرق والآليات والأدوات المستخدمة في أساليب الكتابة في مجالات الأعمال والإدارة. ويستعرض المقرر جملة من مبادئ الكتابة في هذه المجالات على مستوى الفقرة والمقال، مع التركيز على أساليب الكتابة التحليلية الفعالة والاستخدام الصحيح للتركيبات النحوية وأدوات الربط. وستتم دراسة وتحليل أمثلة من تقارير واتفاقيات وعقود أعمال، كما سيتم عرض ومناقشة مقالات إيضاحية ومقالات جدلية ومقالات تحليلية.

This course explores various methods used in business and management writing techniques. It includes a review of the styles used in business paragraph and essay writing and emphasizes effective analytical writing techniques. It stresses grammatical correctness and displays the study and analysis of business reports, agreements and contracts. In addition, the students are introduced to explanatory,

argumentative and analytical business essays.

The course is intended to teach writing skills for business purposes. Students will acquire the skills needed to compose and revise different business related assignments in standard written English i.e. proposals, letters, faxes, memos, etc. The different writing assignments will be supplemented by detailed lectures, oral and written guidelines, group work and grammar instruction as needed.

1- Overall Course Objectives:

It is expected that after successfully completing this course, students will be able to:

- Draft, write and revise professional assignments.
- Correctly use the most common work related writing formats.
- Analyze composed assignments to determine objectives and audience.
- Determine the purpose and scope of the written correspondence and state it clearly.
- Support general business related statements with specific

and relevant details.

2- Attendance Requirement:

Regular attendance in Najm 167 is required. A student having 25% absence of total lectures will be debarred from the final exam.

3- Grading:

Final grades will be based on the three written exams. At least 60 marks are required to pass. Details regarding exams are:

Schedule of Assessment Tasks for Students During the Semester

| Assess. | Assessment task | Week due | Proportion of Final Assessment |
|----------------|--------------------------------------|------------------------|---------------------------------------|
| 1 | 1st / 2nd midterms | | 30% |
| 2 | Participation / quizzes | All semester | 10 % |
| 3 | Group project/ presentations | | 10% |
| 4 | Final | End of semester | 50% |

4- Teaching strategies to be used to develop that knowledge

1. Lectures
2. Class discussion

5- Methods of assessment of knowledge acquired

1. Class participation

2. Group project
3. In-term exams
4. Final written exam

6- Recommended book

Business Correspondence: Letters, Faxes, and Memos
by Lin Lougheed; Pearson Education, 2007.

The book is designed to help students acquire the basic writing skills necessary in the work place related environment. It is divided into 2 sections: Models and References.

a- The Model Section provides examples of the most common types of correspondence, with grammar exercises and lots of practice in preparing letters, faxes and memos.

b- The Reference Section is a summary of the Model Section.

Teaching Plan

Najm 167

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| 1st week | Unit 1: Part A: Applying for A Job |
| 2nd week | Review |
| 3rd week | Part B: Replying to an Applicant |
| 4th week | Unit 2: Part A: Requesting a Service |
| 5th week | Unit 2: Part B: Confirming a Service |
| 6th week | Unit 3 Part A: Ordering Supplies |
| 7th week | Unit3 Part B: Acknowledging an Order |
| 8th week | Unit 4 Part A: Requesting Information |
| 9th week | Part B: Providing Information |
| 10th week | Review / practice |
| 11th week | Unit 5 Part A: Claim Letters |
| 12th week | Prepositions |
| 13th week | Class Activities &Revision |
| 14th week | Final Exam |

Lecturer / Samah Abdel-Karim

