

Course Specification

(2024/2025)

1. Basic Information

Course Title (according to the bylaw)	Communication			
Course Code (according to the bylaw)	BI 104			
Department/s participating in delivery of the course	Department of Basic Sciences			
Number of credit hours/points of the course (according to the bylaw)	Theoretical	Practical	Other (specify)	Total
	1	-----	-----	2
Course Type	Elective			
Academic level at which the course is taught	Level 1 (1 st semester)			
Academic Program	Basic Sciences			
Institute	Institute of High Technology Institute of Applied Health Science			
Academy	Nile delta for science and technology			
Name of Course Coordinator				
Course Specification Approval Date				
Course Specification Approval (Attach the decision/minutes of the department /committee/council)				

2. Course Overview (Brief summary of scientific content)

This course is designed to provide students with basic knowledge about communication theory and practice. It creates an awareness of the role communication plays in our interpersonal relationships. Students will be introduced to basic models, definitions, and approaches to interpersonal communication. Some areas presented include perception, self-concept, self-disclosure, conflict, verbal and nonverbal communication, and ways for improving communication competence. Students are introduced to the broad function of mass media, as well as the specific function of each medium. The roles of technology and the impact of mass communication on society and individuals are also explored.

3. Course Learning Outcomes CLOs

Matrix of course learning outcomes CLOs with program outcomes POs (NARS/ARS)

Program Outcomes (NARS/ARS) (according to the matrix in the program specs)		Course Learning Outcomes Upon completion of the course, the student will be able to:	
Code	Text	Code	Text
	4.1.1- Participate in teamwork harmoniously and exhibit collaborate effectively with colleagues and other health care professionals	CLOs 1	Comparing and contrasting fundamental models and theories of communication
		CLOs 2	Identifying and analyzing communication styles to assess appropriateness
		CLOs 3	Analyzing and applying principles of ethical communication
		CLOs 4	Identifying and evaluating the impact of communication on decision-making and critical thinking
		CLOs 5	Demonstrating the ability to self-monitor

Program Outcomes (NARS/ARS) (according to the matrix in the program specs)		Course Learning Outcomes Upon completion of the course, the student will be able to:	
Code	Text	Code	Text
		CLOs 6	Developing presentational communication strategies and skills
		CLOs 7	Managing communication apprehension
		CLOs 8	Developing positive, communication-based self-efficacy beliefs
		CLOs 9	Identifying appropriate and effective listening strategies
		CLOs 10	Identifying barriers to listening
		CLOs 11	Applying relevant communication theories, principles, and strategies
		CLOs 12	Identifying how demographics, attitudes, and cultural background affect communication with others
		CLOs 13	Creating face-to-face or digitally media communication
		CLOs 14	Analyzing live or digitally mediated interactions
		CLOs 15	Selecting appropriate verbal and nonverbal behaviors based on the audience, topic, purpose, occasion, and context demonstrating an awareness about the relationship between verbal and nonverbal messages
		CLOs 16	Demonstrating an understanding of the impact of word choice of communication effectiveness

4. Teaching and Learning Methods

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- Group and pair work.
 - Exercises
 - Group and pair work.
 - Presentations by students
 - Learning in groups and team works.
 - Group projects

Course Schedule

Number of the Week	Scientific content of the course (Course Topics)	Total Weekly Hours	Expected number of the Learning Hours			
			Theoretical teaching (lectures/discussion groups/)	Training (Practical/ Clinical/)	Self-learning (Tasks/ Assignments/ Projects/ ...)	Other (to be determined)
1	Introduction to the course: The process of communication and factors that influence communication.	2	2			
2	Verbal and non-verbal communication (Body Language)	2	2			
3	Self-Introduction (1)	2	2			
4	Self-Introduction (2)	2	2			
5	English for Etiquette (1)	2	2			
6	Mid term exam					
7	Dialogue Building (1)	2	2			
8	Dialogue Building (2)	2	2			
9	Speeches (1)	2	2			
10	Speeches (2)	2	2			
11	Group Discussion (1)	2	2			
12	Group Discussion (2)	2	2			

13	Group Presentations	2	2			
14	---					
15-16	Final exam					

5. Methods of students' assessment

No.	Assessment Methods *	Assessment Timing (Week Number)	Marks/ Scores	Percentage of total course Marks
1	Exam 1 written (Semester work)	6 th	20	20%
2	Exam 2 (Semester work)	-----	-----	-----
3	Final Written Exam	15 th	50	50%
	Final Practical/Clinical/... Exam	--	--	--
	Final Oral Exam	-----	-----	
	Presentation	-	20	20%
	Field training	-----	-----	-----
	Other (Mention)	Attendance	10	10%

*** The methods mentioned are examples, the organization may add and/or delete**

6. Learning Resources and Supportive Facilities *

Learning resources (books, scientific references, etc.) *	The main (essential) reference for the course (must be written in full according to the scientific documentation method)	<ul style="list-style-type: none"> Mishra, M., Petra, R. & Tripathy P. (n.d.). <i>English Communication Skills (Theory)</i>. Bhubaneswa College of Engineering and Technology. (Prepared Course) Santhi, V. & Selvam, R. (2015) <i>Advanced Skills for Communication in English: Book 1</i>. New Century Book House.
	Other References	<i>Communication Skills</i> , (2 nd ed.). (2004) New York: Ferguson
	Electronic Sources (Links must be added)	skillsyouneed.com/ips/communication-skills.html themuse.com/tags/communication
	Learning Platforms (Links must be added)	
	Other	https://www.ekb.eg/ar

	(to be mentioned)	
Supportive facilities & equipment for teaching and learning *	Devices/Instruments	Projector, Desktop Computer
	Supplies	, Whiteboard Markers
	Electronic Programs	ابن الهيثم Model
	Skill Labs/ Simulators	Presentation
	Virtual Labs	-----
	Other (to be mentioned)	-----

*** The list mentioned is an example, the institution may add and/or delete depending on the nature of the course**

**Name and Signature
Course Coordinator**

**Name and Signature
Program Coordinator**