

TISHK INTERNATIONAL UNIVERSITY
FACULTY OF ADMINISTRATIVE SCIENCES AND ECONOMICS
Department of BUSINESS AND MANAGEMENT,
2025-2026 Fall
Course Information for BUS 399 BUSINESS AND PROFESSIONAL SPEAKING

Course Name:		BUSINESS AND PROFESSIONAL SPEAKING			
Code BUS 399	Regular Semester 5	Theoretical 3	Practical 1	Credits 2	ECTS 3
Name of Lecturer(s):		Asst. Lec. Omer Farouk			
Teaching Assistant:		Mr. Nyaz Abdullah			
Course Language:		English			
Course Type:		Main			
Office Hours		2:30-3:30 pm Thursday			
Contact Email:		omer.farouk@tiu.edu.iq			
		Tel:07859860750			
Teacher's academic profile:		LLM in Corporate Law (Northern University of Malaysia)/ PhD Candidate in Technology and Business Law (Northern University of Malaysia)			
Course Objectives:		This course aims to develop the essential communication Skills required for success in professional business environments. Throughout the course, Students will gain valuable information on the proper way to design, organise, and deliver effective presentations by applying rhetorical strategies and organisational patterns appropriate to a variety of business contexts. Through practice and feedback, students will develop confident delivery skills, including vocal variety, appropriate nonverbal communication, and audience engagement techniques. The course emphasises both informative and persuasive speaking, teaching students to analyse audiences, adapt messages to meet specific needs, and construct ethical arguments supported by credible evidence. Students will engage in interpersonal and group communication scenarios, including employment interviews, team problem-solving, and conflict management, while developing awareness of how cultural differences impact professional interactions. Throughout the course, ethical communication principles guide all activities, ensuring students understand their responsibilities as communicators to practice honesty, respect, and fairness. Students will cultivate critical self-reflection skills by providing and receiving constructive feedback, allowing them to assess their own performance and implement continuous improvement strategies. By the end of the course, students will be equipped with practical communication skills applicable across diverse professional settings, from face-to-face presentations to digital communication platforms, preparing them to navigate the dynamic communication demands of contemporary business environments with professionalism, cultural sensitivity, and ethical awareness.			
Course Description (Course overview):		o improve interpersonal communication and interviewing skills. • To better understand communication in the organization, in public and in small groups. • To learn to work in self-managed teams and perform functions traditionally assigned to supervisors or managers. • To become aware of real-world illustrations through the text and small group exercises emphasizing diversified careers in business and other professions. • To develop skills that will be useful in a changing work environment enabling students to participate in various forms of public speaking in different settings. • To understanding problem solving in work-related situations in organizations of all types, resulting in improved efficiency and better communication in the workplace.			

COURSE CONTENT

Week	Hour	Date	Topic
1	3	05-09/10/2025	Introductions and overview; assign cover letter and resume Principles of Interviewing,
2	3	12-16/10/2025	Chapter One: What is communication?
3	3	19-23/10/2025	Chapter Two: Delivering your message
4	3	26-30/10/2025	Chapter Three: You and Your Audience
5	3	02-06/11/2025	Chapter Four: Non Verbal Communication
6	3	09-13/11/2025	Chapter Five: Presentation Organisation

7	3	16-20/11/2025	Midterm Exam
8	3	23-27/11/2025	Chapter Six: Developing Presentation
9	3	30/11-04/12/2025	Chapter Seven: Presentation to Inform
10	3	07-11/12/2025	Chapter Eight: Presentation to Persuade
11	3	14-18/12/2025	Chapter Nine: Intrapersonal and Interpersonal Communication
12	3	21-25/12/2025	Chapter Ten: Intercultural and International Communication
13	3	28/12-01/01/2026	Assignments
14	3	04-08/01/2026	Assignments
15	3	11-15/01/2026	Final Exam
COURSE/STUDENT LEARNING OUTCOMES			
1	Explain the main concepts and practices related to communication, especially in business contexts.		
2	Apply the communication process and rhetorical principles to plan, organize, and deliver effective business presentations		
3	Demonstrate effective verbal and nonverbal delivery skills in professional contexts		
4	Exhibit essential public speaking skills in professional presentations.		
5	Evaluate and improve communication performance through feedback and self-reflection		
COURSE'S CONTRIBUTION TO PROGRAM OUTCOMES (Blank : no contribution, I: Introduction, P: Profecient, A: Advanced)			
Program Learning Outcomes			Cont.
1	Design and implement innovative products and services that align with evolving local and global market needs to achieve organizational objectives		
2	Apply industry-specific knowledge and problem-solving skills to real-world business challenges through case studies, simulations, and live projects		P
3	Apply financial decision-making processes that adhere to ethical practices, ensuring effectiveness and operational standards in local and global businesses		
4	Analyze data, use predictive modeling, and apply insights to recommend strategies that support effective management decisions		
5	Examine business challenges within diverse cultural contexts and propose ethical, compliant, and effective solutions		P
6	Conduct research to address issues faced by organizations which can enhance and demonstrate critical problem-solving skills		I
7	Develop, implement, and evaluate a comprehensive business plan that aligns with both local and global organizational goals		
8	Assess the feasibility of marketing products and services in global and domestic markets through market research and analysis		
9	Critically evaluate leadership theories and their application in driving organizational change and maintaining team performance		
10	Assess strategies for recruiting, retaining, and developing human capital to support local and global business growth		
Prerequisites (Course Reading List and References):		Students must check their lecture notes and record all the various assignments given. Various important information will be shared there.	
Student's obligation (Special Requirements):		All oral performances (reports, speeches, etc.) must be given before an audience (the class). Late unexcused oral performance will be penalized two letter grades. If the student is allowed to make up a performance and does not show, a grade of zero will be recorded.	
Weekly Laboratory/Practice Plan:		Week	Hour
		Date	Topics
		1	1
		05-09/10/2025	Introductions and overview; assign cover letter and resume Principles of Interviewing,
		2	1
		12-16/10/2025	How to Deliver your message?

	3	1	19-23/10/2025	You and Your Audience	
	4	1	26-30/10/2025	Non Verbal Communication	
	5	1	02-06/11/2025	Developing and Organizing the Presentation, Verbal and Visual Support in Presentations	
	6	1	09-13/11/2025	Delivering the Presentation, Types of Business Presentations	
	7	1	16-20/11/2025	Midterm Exam	
	8	1	23-27/11/2025	Presentation to Inform	
	9	1	30/11-04/12/2025	Presentation to Persuade	
	10	1	07-11/12/2025	Informative Speeches	
	11	1	14-18/12/2025	Communicating at Work, Communication Culture	
	12	1	21-25/12/2025	Intrapersonal and Interpersonal Communication	
	13	1	28/12-01/01/2026	Intercultural and International Communication	
	14	1	04-08/01/2026	Practice Delivering a Speech	
	15	1	11-15/01/2026	Final Exam	
	Course Book/Textbook:	Simon, D., Grimes, M., & Roch, S. (2018). Communication for business professionals. eCampusOntario.			
	Other Course Materials/References:	Rath, Tom, Strengths Finder 2.0, Gallup Press, 2007.			
Teaching Methods (Forms of Teaching):	Lectures, Exercises, Presentation, Seminar, Case studies, , ,				
COURSE EVALUATION CRITERIA					
Method			Quantity	Percentage (%)	
Participation			1	5	
Quiz			1	10	
Presentation			2	15	
Individual Assignment			1	15	
Final Exam			1	40	
Total				100	
Examinations: Essay Questions, Multiple Choices, Short Answers, , ,					
Extra Notes:					
ECTS (ALLOCATED BASED ON STUDENT) WORKLOAD					
Activities	Quantity	Workload Hours for 1 quantity*	Total Workload		
Theoretical Hours	15	3	45		
Practical Hours	15	1	7.5		
Final Exam	1	10	10		
Participation	1	5	5		
Quiz	1	6	6		
Presentation	2	6	12		
Individual Assignment	1		0		
Total Workload			85.5		
ECTS Credit (Total workload/25)			3		

Peer review

Signature:
Name:
Lecturer

Signature:
Name:
Head of Department

Signature:
Name:
Dean