



Course Specification

| | |
|--|---|
| Course name: Interpersonal Communication Course Code: COM 202 | Program: All Programs Academic level: Level Two |
| Specialization: General | Number of studying units: Theoretical: 3 \ Practical: -- |

- **Intended Learning Outcomes of Course (ILOs)**

A) Information and concepts

A/1- Demonstrate the concept of direct communication and the difference between it and mass communication. A/2- Demonstrate the meaning, characteristics and influence of opinion leaders. A/3- Acknowledge the most important characteristics that the communicator should have. A/4- Acknowledge the rules of good presentation and effective presentation. A/5- Understand the strategies of and incentives for persuasion. A/6- Demonstrate effective personality traits and how the person reviews and paraphrases. A/7- Summarize the keys to success for effective communication and how to act in embarrassing situations. A/8- Discuss the types of listening. A/9- Identify the obstacles to listening and the techniques of effective listening. A/10 - Summarize the importance of submitting proposals. A/11- Discuss the characteristics of a good speaker. A/12- Recognize the importance of listening in negotiation, negotiation styles, and firmness in negotiations. A/13- Explain what is meant by the public speaking skill and its importance to the communicators. A/14- List the communication skills needed to support the public speaking skill.

B) Intellectual skills

B/1- Analyze how to prepare a good lecture or speech. B/2- Concludes how to make a good presentation. B/3- Explain the importance of using persuasion techniques during presentation. B/4- Analyze his ability to communicate and his communication skills. B/5- Infer the difference between listening and listening. B/6- Explain the obstacles to listening. B/7- Deduce the characteristics of a good listener and speaker. B/8- Choose the appropriate negotiation style for him. B/9- Identify the difference between verbal and non-verbal communication and non-verbal communication tools. B/10- Identify the reasons for the development of the various means of communication in Egypt and the world.

C) Professional and practical skills

C/1- Apply the skills that must be available in direct communication practitioners, such as using the eye, employing the senses, sound diversity, fun, and engaging the listener in the communication process. C/2- Use the skill of listening in all aspects of his life. C/3- Evaluate his presentation skills. C/4- Prepare and designs an effective and successful presentation using modern technological means. C/5- Use writing skill and negotiation skill in all aspects of his life. C/6- Apply the rules of dealing with difficult personalities and behaving in embarrassing situations. C/7- Analyze media messages in different media. C/8- Improve the use of non-verbal communication skills in addition to verbal communication.

D) General and transferable skills

D/1- The Internet is used to collect information on the subject of the presentation. D/2- He works in a one-team style. D/3- Compare and discuss everything new in the skills of effective presentation, persuasion and listening. D/4- Submit a presentation on one of the topics of interest to him. D/5- Translate from and into other languages. D/6- Effectively use electronic communication within the framework of social media.

Course Content: 4\1- Communication (understanding - its importance - its objectives). 4/2- Self-discovery and building an effective personality (our circumstances are made by our decisions and the seven habits of success). 4\3- Verbal and non-verbal communication (definition of verbal and non-verbal communication, their determinants, importance and non-verbal communication tools). 4\4- Forms of communication (communication (personal - mass) and the keys to success for effective communication). 4\5- Interpersonal communication (characteristics of personal communication, how to communicate with new people, how to deal with difficult personalities and behave in embarrassing situations). 4/6- Listening and receiving skills (the concept and types of listening, bad listening habits and its dangers). 4\7- The mid-term exam. 4/8- Listening and receiving skills (the most important characteristics of the communicator and the characteristics and obstacles of the effective listener.). 4/9- Public speaking skills (the speaking skill and its requirements, the characteristics of a good speaker, the skill of dealing with public questions and objections, and negotiation skills). 4/10 - Presentation skills and writing skills (effective presentation skill and writing skills). 4\11- Presentation or presentation skills (preparing a successful presentation, pre-presentation skills, important lessons in presentation and presentation, and skills during and after presentation.). 4/12- Persuasion skills (definition of persuasion, its elements and rules). 4/13- Persuasion skills (negotiation styles and firmness in negotiations, strategies and drivers of persuasion). 4/14- A general review of what was previously studied. 4/15- Exam at the end of the first semester.

Teaching and Learning Methods: 5/1- Lectures (face to face learning). 5/2- Discussion and dialogue. 5/3- E-learning through the Blackboard platform and interactive lectures via the platform. 5/4- Students' presentations in lectures. 5/5- Brainstorming methods by presenting some examples to students to pave one of the elements and help them to conclude. 5/6- Dividing the students into work teams, "group projects." 5/7- Self-learning by searching on the Internet, searching inside the library, summarizing what he has seen, and using what he read during the discussions.

Student Assessment Methods: 7/a/1- The mid-term written test. 7/a/2- Assignments to assess the student's ability to research and investigation. 7/a/3- Discussing, participating and observing the students' behavior and performance in the lecture. 7/A/4- Final written exam