

Course Name : Communication Skills I							
Course Code	Course Type	Regular Semester	Lecture (hours/we ek)	Seminar (hours/we ek)	Lab. (hours/we ek)	Credits	ECTS
ELL 115	B	Fall	3.00	0.00	0.00	3.00	4.00
Lecturer		Eduina Maksuti, Msc					
Assistant							
Course language		English					
Course level		Bachelor					
Description		The course aims at an understanding of Human communication, stressing language as a human characteristic. This includes: interpersonal and business communication, exploration of body language and intrapersonal communication, as well as communication for the public and in the mass media.					
Objectives		For the student to understand communication as a vital human device, to be able to assess communication on a interpersonal and intrapersonal level, to become adept at persuasive and effective speech making and interviewing for small groups and the public, and to be able to critically analyse the uses of communication in the mass media.					
Core Concepts							
Course Outline							
Week	Topic						
1	Course introduction ,What is communication?, The three levels of understanding (Alan Barker, Improve Your Communication Skills)						
2	Human Communication; Types of communication (chp. 1, Ronald B. Adler and George Rodman, Understanding Human Communication)						
3	Functions of Communication,Communication Competence (chp. 1, Ronald B. Adler and George Rodman, Understanding Human Communication)						
4	Perception,the self, and communication, Functions of Communication,Communication Competence (chp. 2, Ronald B. Adler and George Rodman, Understanding Human Communication)						
5	Perception,the self, and communication, Functions of Communication,Communication Competence (chp. 2, Ronald B. Adler and George Rodman, Understanding Human Communication)						
6	The Nature of language, Functions of Communication, (chp. 3, Ronald B. Adler and George Rodman, Understanding Human Communication)						
7	Communication Competence (chp. 3, Ronald B. Adler and George Rodman, Understanding Human Communication)						
8	Midterm Exam						
9	Listening (chp. 4, Ronald B. Adler and George Rodman, Understanding Human Communication)						
10	Misconceptions of Listening (chp. 4, Ronald B. Adler and George Rodman, Understanding Human Communication)						
11	Nonverbal Communication (chp. 5, Ronald B. Adler and George Rodman, Understanding Human Communication (Urmila Rai, English language communication skills)						
12	Nonverbal Communication (chp. 5, Ronald B. Adler and George Rodman, Understanding Human Communication (Urmila Rai, English language communication skills)						

13	Understanding Interpersonal Relationships (chp.6, Ronald B. Adler and George Rodman, Understanding Human Communication),(Andi Green, Effective Personal Communication skills for Public relations)
14	Understanding Interpersonal Relationships (chp.6, Ronald B. Adler and George Rodman, Understanding Human Communication)
15	Improving Interpersonal Relationships (chp.7, Ronald B. Adler and George Rodman, Understanding Human Communication)
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Adler, R., Rodman, G.(2006). Understanding Human Communication. N.Y & Oxford University Press. • Alan Barker (2010), Improve Your Communication Skills,London, Kogan Page Limited
References	• Andi Green (2006), Effective Personal Communication skills for Public relations, London, Kogan Page Limited, Urmila Rai (2010) • English Language Communication skills,Himalaya publishing house, Helio Fred Garcia (2012) • The Power of Communication, Pearson Education, New Jersey
Course Outcome	
1	An understanding of intrapersonal, interpersonal, and mass communication and the theoretical issues which underlie them
2	An ability to do practical application of communication skills in research and persuasive and effective speaking
3	An understanding coupled with practical application of business communication skills: interviewing, memos, resumes, resulting in proficiency

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	2	20	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			60
Final exam percent			40
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	2	28
Duties	0	10	0
Midterms	1	5	5
Final Exam	1	10	10
Other	0	0	0
Total Work Load			91
Total Work Load / 25 (hours)			3.64
ECTS			4.00