

SYLLABUS

| Basic data on the subject | | | |
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| Academic unit: | Faculty of Tourism and Environment | | |
| Subject title: | Academic and communication skills in business | | |
| Level: | Bachelor | | |
| Subject status: | Mandatory | | |
| Academic year: | First | | |
| Number of classes per week: | 2+2 | | |
| Credits – ECTS: | 4 | | |
| Time / location: | | | |
| Professor: | | | |
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| Course description | <p><i>The course will include instruction and practice writing and communication, also writing and reading of works, written during lessons. Students will be encouraged to publish their professional writings in print media in order to complement the basic requirements of the case, respectively complement the practical realization of the Scriptwriting. Students will be encouraged to communicate and develop effective communication.</i></p> | | |
| Course aims: | <p><i>The main purpose of Academic Writing is familiarizing students with the culture of writing, in terms of spelling, also familiarizing with basic notions of intellectual and academic writing.</i></p> <p><i>This subject aims to develop communication skills in all kinds of situations deal with their professional activity.</i></p> | | |
| Learning outcomes: | <p><i>Upon a successful completion of this course, students will be able to:</i></p> <ul style="list-style-type: none"> <i>- Demonstrate writing skills, generate ideas, preparation of drafts, revision, edit and presentation</i> <i>- Understand the importance of communication in a contemporary organizational context.</i> <i>- Select appropriate communication tools depending on the concrete situations in the business.</i> <i>- Adopting communication methods that lead to high performance of group work</i> | | |
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| Contribution in Student’s learning (should correspond with Students learning outcomes) | | | |
| Activity | H r s | Days/weeks | Total |

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| Lectures and exercises | 4 | 15 | 60 |
| Practical work | | | |
| Contact hours/consultations with lecturer | 1 | 1 | 1 |
| Exercises in the field | | | |
| Tests, seminars | | | |
| Home work | | | |
| Student's independent study time (library or home) | 3 | 15 | 60 |
| Final preparation for exam | 6 | 3 | 27 |
| Time spent during assessment (tests, quizzes, final exam) | 2 | | 2 |
| Projects, presentations, etc. | | | |
| Total | | | 150 |
| Teaching methodology: | | | |
| | <i>Lectures (Combined – interactive)</i> <i>Exercise (writing scientific works, group discussion and interactive communication related to students' work)</i> <i>Discussion, debate about discussed lectures,</i> <i>Writing, interpretation</i> <i>Verification through tests, essays, term papers.</i> | | |
| Assessment methods : | | | |
| | > <i>First evaluation 15 %</i> > <i>Second evaluation 15 %</i> > <i>Active discussion 10 %</i> > <i>Following the lectures 10 %</i> > <i>Final exam 50 %</i> <i>Total 100 %</i> | | |
| Literature | | | |
| Basic literature: | 1. Andri Koxhaj, Florian Tomini, "Manaxhimi i komunikimit", Tiranë, 2006 2. Memushaj, Rami, Shqipja standarde, "Toena", Tiranë, 2004. 3. Shamiq, Mid'hat, Si shkruhet vepra shkencore, "Logos A", Shkup, 2006. | | |
| Other literature: | 4. Boce, Elona Si të shkruajmë një punim kërkimor, CDE, Tiranë, 2004. 5. Çausi, Tefik, Fjalor i estetikës, "Onufri", Tiranë, 1998. 6. Dhrimo, Ali – Edmond Tupja, Eshref Ymeri, Fjalor sinonimik i gjuhës shqipe, 7. "EDFA", Tiranë, 2007. 8. Musaj, Bardhyl, Si të shkruajmë ese, "Pegi", Tiranë, 2004. 9. Nishku, Majlinda, Procesi dhe shkrimet funksionale, QAD, Tiranë, 2004. | | |

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| | 10. > Pozzato, Maria Pia, Semiotika e tekstit, UET/Press, Tiranë, 2009. |
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| Lesson plan: | |
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| Week | Lectures |
| Fist week: | <i>Familiarizing with the description of subject matter, methods, evaluation, and literature sources. What is the culture of language and what is academic writing: differences and similarities.</i> |
| Second week: | <i>Basic notions: Language; writing; critical reading; academic writing; spelling; pronunciation.</i> |
| Third week: | <i>Comprehension and importance of communication</i> |
| Fourth week: | <i>Achievement of success through communication</i> |
| Fifth week: | <i>Communication codes and their meaning Effective communication principal Planning of messages in business</i> |
| Sixth week: | <i>The process of research paper: choosing the topic; choosing the literature and using the resources, writing a topic, first evaluation: essay results.</i> |
| Seventh week: | <i>The structure of research paper (term paper, diploma, masters, PHD): introduction; topic (units), ending, sources and literature.</i> |
| Eighth week: | <i>Evaluation of an essay Structure evaluation of a research paper.</i> |
| Ninth week: | <i>Citing (types, ways, forms) Footnotes (types, forms)</i> |
| Tenth week: | <i>Resources and literature (basic literature, other literature); bibliography, technical aspects of a term paper.</i> |
| Eleventh week: | <i>Writing a recession for a book from the respective direction</i> |
| Twelwth week: | <i>Reading, correction and editing.</i> |
| Thirteenth week: | <i>Application for employment</i> |
| Fourteenth week: | <i>Recap of the main issues of the language.</i> |
| Fifteenth week: | <i>Recap of the main issues of academic writing.</i> |

| Academic policies and rules of conduct: |
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| Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory. |