

Kurdistan Region Government

Ministry of Higher Education and Scientific Research

Erbil Polytechnic University

**Module (Course Syllabus) Catalogue**

**2022-2023**

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| **College/ Institute**  | **Erbil Technical Administration College** |
| **Department** | **International Marketing and language** |
| **Module Name** | **Commercial Correspondence** |
| **Module Code** | IBC306 |
| **Degree** | **Technical Diploma Bachelor High Diploma Master PhD**\* |
| **Semester** | Third **Semester** |
| **Qualification** |  |
| **Scientific Title**  |  |
| **ECTS (Credits)** | **4** |
| **Module type** | **Prerequisite Core Assist.**\* |
| **Weekly hours** |  |  |
| **Weekly hours (Theory)** | **( 1 )hr Class** | **( )Total hrs Workload** |
| **Weekly hours (Practical)** | **( 2 )hr Class** | **( )Total hrs Workload** |
| **Number of Weeks** | **12** |
| **Lecturer (Theory)** | **Bnar Abdulmajeed Ghafour** |
| **E-Mail & Mobile NO.** | **Bnar.ghafour@epu.edu.iq-** **07504885042** |
| **Lecturer (Practical)** |  |
| **E-Mail & Mobile NO.** |  |
| **Websites**  | [**www.epu.edu.iq**](http://www.epu.edu.iq) |

**Course Book**

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| **Course Description** | Commerce is an organized system for the exchange of goods between the members of the industrial world. Commerce is that part of business which is concerned with the exchange of goods and services and includes all those activities which directly or indirectly facilitate that exchange.The word commerce has been defined differently by different experts of business organization. It involves the exchange of goods and services. It embraces all those processes which helps to break the barriers between producers and consumers. It provides a good linkage between the producers and consumers. The process of buying and selling of goods and all other activities which facilitate trade like grading, packing, financing, transportation and insurance are termed as commerce. It aims at proper distribution of goods and services. It includes all types of trade and other activities which assist trade. Commerce is the whole system of an economy that constitutes an environment for business. The system includes legal, economic, political, social, cultural and technological systems that are in operation in any country. Thus, commerce is a system or an environment that affects the business prospects of an economy. It can also be defined as a component of business which includes all activities, functions and institutions involved in transferring goods from producers to consumers. |
| **Course objectives** |  It helps in maintaining the proper relationships between the parties. Business correspondence strengthens the business. It also helps in the internal communication. It makes communication within the organization more clear and precise. To exchange information: The main purpose of business letter is to exchange information related to business. Through it, business organizations collect and convey business related information. |
| **Student's obligation** | The attendance of students in lectures will have extra credit. He / she is required to continuously follow the lectures, submits homework and assignments. Expect quizzes any time. This is part of the assessment defined in 8. |
| **Required Learning Materials**  | استخدام وسائل **باستخدام (Data Show)، (Power Point)، (Weight Board) .** **-** الحلقات النقاشية اثناء المحاضرة مع امكانية عرض الافلام العلمية اذا سمح الوقت مع استخدام اسلوب الحلقات النقاشية لبعض المواضيع**.** |
| **Evaluation** | ‌ **Task** | **Weight (Marks)** | **Due Week** | **Relevant Learning Outcome** |
| Paper Review  |  |  |  |
| Assignments | Homework | 10 | 1-12 |  |
| Class Activity | 2 | 1-12 |  |
| Report | 0 | 1-12 |  |
| Seminar | 16 | 1-12 |  |
| Essay | 0 | 1-12 |  |
| Project | 16 | 1-12 |  |
| Quiz | 8 | 1-12 |  |
| Lab. |  |  |  |
| Midterm Exam | 24 |  |  |
| Final Exam | 40 |  |  |
| Total | 100 |  |  |
| **Specific learning outcome:** | By the end of the course, students should be able to:* Defines the concept of communication.
* List’s the types of communication.
* Defines the administrative communication; explains the importance of written communication in administrative communication. Prepares formal writings by using formal writing standards.
* Lists the types of formal writing.
* Shows the samples of formal writing. Prepares reports by using report writing techniques.
* Lists the types of reports.
* Explains the shape and the content of report, shows the introduction, table of contents, page layout.
* Shows the editorial part.
* Shows the source and postscript.
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| **Course References‌:** | 1. [**^**](https://en.wikipedia.org/wiki/Business_correspondence#cite_ref-2) [*Merriam-Webster's guide to business correspondence*](https://archive.org/details/isbn_9780877791317)*. Springfield, Mass.: Merriam-Webster. 1993.*[*ISBN*](https://en.wikipedia.org/wiki/ISBN_%28identifier%29)[*0-87779-131-7*](https://en.wikipedia.org/wiki/Special%3ABookSources/0-87779-131-7)*.*
2. [**^**](https://en.wikipedia.org/wiki/Business_correspondence#cite_ref-2) *Thomas, L. Sue Baugh; Maridell Fryar; David A. (1996). How to write first-class business correspondence: the handbook for business writing (1996 printing. ed.). Lincolnwood, Ill: NTC Publ. Group.*[*ISBN*](https://en.wikipedia.org/wiki/ISBN_%28identifier%29)[*0-8442-3405-2*](https://en.wikipedia.org/wiki/Special%3ABookSources/0-8442-3405-2)*.*

[**^**](https://en.wikipedia.org/wiki/Business_correspondence#cite_ref-3) *McLean, Scott (2010). Business communication for success. Nyack, NY: Flat World Knowledge.*[*ISBN*](https://en.wikipedia.org/wiki/ISBN_%28identifier%29)[*978-0-9823618-5-6*](https://en.wikipedia.org/wiki/Special%3ABookSources/978-0-9823618-5-6)*.* |
| **Course topics (Theory)** | **Week** | **Learning Outcome** |
| Course layout**Week 1:**Commerce is a branch of business. It is concerned with the exchange of goods and services. It includes all those activities, which directly or indirectly facilitate that exchange. Commerce is all things that help distribution or transporting goods from producers to customers. It is all things that facilitate and concerned with the activities of selling, purchasing and distribution.**Week 2:** Exchange of goods and servicesTransaction is a form of commerce International commerce (foreign trade)Domestic commerce (home trade)E-commerce**Week 3:**   Private letters: are exchanged between relatives and friends.Official letters: are exchanged between official offices and among government institutions or with public and usually contain official matters. Business letters: are used for the purpose of conduction commercial transactions.**Week 4:**  Commercial Correspondence or Business Correspondence.Business Letter¸ Why letters are important in business.**Week 5:**   Commercial Correspondence faxes**Week 6:**   Commercial Correspondence E-mails**Week 7:**   Commercial Correspondence replying to inquiries**Week 8:**   Commercial Correspondence Order letter, Order letter, Placing an order (outline), openingFind enclosed our order.**Week 9:**   Business Letter, Goals, Think about what you want to achieve**.****Week 10:**  Commercial Correspondence Curriculum Vitae (cv **).** resume**Week 11:**  Basic Communication Skills **,** ESTABLISHING RAPPORT.**Week 12:**  E-Administration, The Main Objective of e-Administration. **Questions Example Design*****Q.1. ( Compositional***)1. **What is Definition of Commerce? Which of the following is a true statement?**
2. Commerce is the strategic approach to the effective management of people in a company or organization such that they help their business gain a competitive advantage.
3. The system includes legal, economic, political, social, cultural and technological systems that are in operation in any country.
4. Commerce, refers to the policies, practices, and systems that influence employees’ behavior, attitudes, and performance.
5. All of the above.

2- Middle-level mgrs:1. **Could you please explain LEED?**
2. LEED (Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world.
3. LEED is the series of activities that delivers a product or service to a customer.
4. LEED focus of the report is ‘Non-Compliances’ where the company has failed to fully meet certification criteria.
5. All of the above.
6. Not all of the above.

3- Top-level mgrs:1. **Is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return?**
2. Process Relative advantage.
3. Marketing.
4. Compatibility.
5. Communicability.
6. All of the above.

***Q.2.(True or false type of exams)**** + - 1. The Meaning of Commerce: is a branch of business. It is concerned with the exchange of goods and services. It includes all those activities, which directly or indirectly facilitate that exchange.
1. **True B) False**

***Q.3. Multiple choices:***1. **Correspondence is simply defined as a form of communication by one of the telecommunication means such as: (telephone, internet, faxes, etc). ………………………………………or Business correspondence.**

smaller segments**, B)** Commercial Correspondence**, C)** marketing plans**,** |
|  **Extra notes:** I will assess the students continuously through their activities in the class. Any student with ideas about learning, and suggestions of alternative way of dealing with problems will be very welcomed.  |
| **External Evaluator** |