**Course Map Guide**

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| **Course Name:** BUS2020: Business Communications course | |
| **Instructor Name:** Prof. James Karimi | **Date:** [Last saved] |
| **ID Name:** Daniel Wambugu | **Version:** [Draft 1] |
| **Program Outcomes Addressed:** [Optional] | |
| **Course Learning Outcomes:**  At the end of this course, the learners should be able to:   * Discuss….. **(CLO 1)** * Prepare ….. **(CLO 2)** * Critically evaluate ….. **(CLO 3)** * Apply ….. **(CLO 4)** * Analyze ….ility. **(CLO 5)** | |

**Course Materials:**

E.g: Lesson notes; case studies

**Textbooks**:

[Consult the library for online copies]

**Other Resources:**

| **Week and Title** | **Course Learning Outcomes (CLOs)** | **Weekly Learning Outcomes**  **(WLOs)** | **Assessments and Rubrics** | **Activities:**  **Learner Interaction & Engagement** | **Instructional Materials/Assets** |
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| The title should be **short**, yet **descriptive** and **specific** to content being explored. | List all course learning outcomes addressed in the module by their Roman numerals. | State the module’s intended ***measurable*** learning outcomes. MLOs must describe student performance in specific, observable terms.  Use suggested action verbs from Bloom’s Taxonomy. In parentheses, include the course learning outcomes (CLOs) that align to each MLO. | Specify all assessments that will be used to **measure the stated module learning outcomes**. List the name of rubric (if applicable) that provides descriptive and specific evaluation criteria for the assessment. Also, **list the MLO(s) that align with each assessment.** If assessment does not count towards the student’s grade they should be marked “Not graded” in place of the rubric name. | List all learning activities that **promote achievement of the stated module learning outcomes and align with assessments** Learning Activities may also be listed in the assessment column if they are graded. In parentheses, include the MLOs that are being met wit each activity. | List all instructional materials and technology/media used during the module that **promote achievement of the stated module learning outcome**. This may include readings, web resources, videos, podcasts, audio, etc. In parentheses, **include the MLO(s) that align to the materials**. If a learning material does not have an aligned MLO mark it as Supplemental or Optional. |
| **Week 1:**  Marketing management – The New Economy | **CLO 1** | By the end of the week, you will be able to:   1. Discuss marketing concepts in the Kenyan context (WLO 1) 2. Analyze the new economy (WLO 2) | 1. Participate in the discussion forum based on the week 1 video clips (5 Points) - **(WLO 1 & 2)** 2. Application: See the last slide of week 1 power point presentation (To be presented in week 2 Online meeting) - 5 points **(WLO 2)** | - Post to the Self Introduction Discussion  - Prior to the online meeting, watch the Philip Kotler Marketing Video clip on black board week 0 Content Area - 57 minutes **(WLO 1)**  - Review Module Reading Resources assigned in Lesson 1 **(WLO 1&2)**  - Watch Steve Jobs Video clip on Marketing   - 4 minutes **(WLO 1)**  - Watch the video on Kodak - 7 minutes **(WLO 2)** | Lesson Notes **(WLO 1 & 2)** Narrated presentation Slides **(WLO 1 & 2)** Watch Videos **(WLO 1 & 2)** |
| **Week 2** |  |  |  |  |  |
| **Week 3** |  |  |  |  |  |
| **Week 4** |  |  |  |  |  |
| **Week 5** |  |  |  |  |  |
| **Week 6** |  |  |  |  |  |
| **Week 7** |  |  |  |  |  |
| **Week 8** |  |  |  |  |  |
| **Week 9** |  |  |  |  |  |
| **Week 10** |  |  |  |  |  |
| **Week 11** |  |  |  |  |  |
| **Week 12** |  |  |  |  |  |
| **Week 13** |  |  |  |  |  |
| **Week 14** |  |  |  |  |  |