[https://www.seu.edu.sa/sites/ar/SitePages/images/logo.png](https://www.seu.edu.sa/sites/ar/Pages/main.aspx)

**College of Administrative and Financial Sciences**

**Assignment 1**

**Deadline: 07/03/2020 @ 23:59**

|  |  |
| --- | --- |
| Course Name:**Communication Management** | Student’s Name:**Ahmed Salem Al Ghanmi** |
| Course Code:**MGT 421** | Student’s ID Number:**150050463** |
| Semester: **IIND/ Spring 2019-2020** | CRN:**21074** |
| Academic Year: **1440/1441 H** | |

**For Instructor’s Use only**

|  |  |
| --- | --- |
| Instructor’s Name:**Dr. Gaurav Sukhdayal Vishwakarma** | |
| Students’ Grade: **XX/05.00** | Level of Marks: **High/Middle/Low** |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Learning outcomes:**

* Demonstrate a thorough understanding of the communication architecture for professional success and a process for management writing. (Lo 1.2), (Lo 1.6)
* Identify sentence and paragraph level language needed to convey a business voice in management writing (Lo 1.3)
* Apply techniques to lead and participate in collaborative and individual management writing. (Lo 2.3)

**Purpose of the Assignment-**

Students will improve business writing and communication Skills.

**Assignment Question(s):** **(Marks 5)**

Advanced Step International School, Riyadh is celebrating the 25th foundation day event. in this event, the Minister of education, "Dr. Hamad bin Mohammed Al-Sheikh" is coming as a chief guest.

You are working as a personnel officer at Advanced Step International School, Riyadh, and The Board of school committee was giving you the responsibility for anchoring the whole event.

Now, as an Anchor, you must prepare the draft for anchoring of the 25th Foundation Day -

Q1. You must start the event with a short speech in which:

1. You introduce your school, provide a brief history, and academic achievement it has accomplished.

* Then you request your chief guest to come to the podium and speak to the audience.
* Your draft of short speech will not take more than 2-4 minutes of time (approximately 500 words).
* To complete this task, you can rely on your imagination of the type of school, and the type of activities the school has carried over the last year, etc... This is a hypothetical scenario to allow to you practice business communication.
* **Question 1 is worth 4 marks**

Q2. You must conclude this event by giving a vote of thanks to the chief guests, parents, students, and other participated guests.

(your draft of short speech will not take more than 2 minutes of time.) Approx. 250 Words.

* **Question 2 is worth 1 mark.**

**Answer:**

**Q1. Speech**

**The 25th Foundation Day Speech**

To our guest of honor, sir,the Minister of Education - Dr. Hamad bin Mohammed Al-Sheikh, the chairman board of the school committee, other guests, parents, students, ladies, and gentlemen good morning? I feel honored and highly appreciated to stand before you to give this brief speech. Let me take this opportunity to welcome you to our school’s 25th foundation celebrations since the Advanced Step International School, Riyadh, was started. Feel at home, and on behalf of the school committee, I promise that this ceremony will take a very short period, and we disperse. I know we are busy people building the economy of Saudi Arabia.

Truth be told, to get wisdom and knowledge is better – much better than gold, and that is why we are here today to celebrate the success of our school for twenty-five years. Students who have studied in this institution have the knowledge and wisdom that is required to go out there in the world and become the best in whatever they do. This is something the school is proud of, and we encourage you, parents, to bring your children here to get the knowledge and wisdom they require at affordable fees. The school was started in 1995 through a decree issued by King Abdullah Bin Abdulaziz. It was primarily formed to offer blended learning, that is, a combination of online and regular learning.Since the school was started 25 years ago, it has served 30,000 students who have completed their studies successfully. The school has been awarded as the best inRiyadh for five years and featured in global school awards seven times. The school has also produced the best student in the region for three consecutive years.

Additionally, the Advanced Step International School, Riyadh, has served and awarded certificates to hundreds of international students. Recently the school was awarded the trophy for the best distance learning programs in 2019. The achievements we have made have encouraged us to do what we are doing today – a celebration.

At this juncture, let me welcome the Minister of Education - Dr. Hamad bin Mohammed Al-Sheikh to come to the podium and address the congregation. Kindly let us stand and appreciate the Minister with loud applause as he makes his way to the podium.

Welcome, Sir!

We may be seated, ladies, and gentlemen.

Thank you.

**Q2. Vote of Thanks.**

Ladies and gentlemen, as I promised that the 25thAdvanced Step International School, Riyadh celebrations would take a short period, it has been an hour, and we are through. We are now heading for lunch, but before we do that, allow me to give a vote of thanks. I want to thank all of you for accepting our invitations and joining us on this eventful day. Ladies and gentlemen, you have made us proud today, and we say thank you as a school. You are always welcome to come and celebrate with us on every achievement we make. Thank you, and God bless you.

We may now proceed for lunch and leave at your pleasure.