



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

Department Name	MANAGEMENT	Dept. Numeric Code	3 2
Course Code	M A N 2 1 4	Number of Weekly Lecture Hours	3
		Number of Weekly Lab/Tutorial Hours	-
		Number of Credit Hours	3
Course Web Site	http:// man214.cankaya.edu.tr		ECTS Credit
			0 4

Course Name and Other Course Information

This information will appear in the printed catalogs and on the web online catalog.

English Name	Business Communication
Turkish Name	İşletmelerde İletişim
Mode of Delivery	Face to Face
Language of Instruction	English

Course Description

Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable environment outside the business as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication.

Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th
	<input type="checkbox"/> Consent of the Instructor	<input type="checkbox"/> Senior Standing	<input type="checkbox"/> Give others, if any.	
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
	<input type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input type="checkbox"/> Elective course for dept. <input type="checkbox"/> Elective course for other dept.(s)			

Part II. Detailed Course Information**Course Objectives***Maximum 100 words.*

Objectives of this course are;

- To develop business writing ability by building skills in objective or non-personal writing.
- To improve these learned skills by practice and review of the written work of other students.
- To strengthen your understanding of, and ability to apply, communications strategies.
- To learn to organize and deliver communications according to the nature of the material and the identified audience need.
- To gain knowledge of international and intercultural barriers to business communications.

To examine the issues of technology that impact business communications, including design strategies, on-line network resources, and presentations.

Learning Outcomes*Explain the learning outcomes of the course. Maximum 10 items.*

Upon the successful completion of the course students will be able to

1. Write and reply to enquiries and requests.
2. Write a resume and application letter and prepare for job interviews.
3. Write letters that create good will to customers and clients.
4. Apply persuasive techniques to sales messages.
5. Gather and organize information for a report.
6. Prepare clear and complete instructions, descriptions and periodic reports.
7. Prepare an analytical report or a proposal.
8. Prepare letters and reports that meet professional standards of format, presentation and style.

Textbook(s)*List the textbook(s), if any, and other related main course material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Kathryn Rentz, Marie Flatley, Paula Lentz	Lesikar's Business Communication: Connecting in a Digital World	McGraw-Hill	2010	9780073377 797

Reference Books*List, if any, other reference books to be used as supplementary material.*

Author(s)	Title	Publisher	Publication Year	ISBN
Locker, Stephen Kaczmarek	Business Communication: Building Critical Skills	McGraw-Hill	2010	9780073403 151

Teaching Policy*Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)*

Three hours of lecturing. As well as the readings that will be specified within each chapter.

Laboratory/Studio Work*Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.*

N/A

Computer Usage

Briefly describe the computer usage and the hardware/software requirements for the course.

N//A

Course Outline

List the weekly topics to be covered.

Week	Topic(s)
1	Introduction to Communication Process
2	Barriers in Communication
3	Non-Verbal Communication
4	Intercultural Communication
5	Principles of Business Communication
6	The Process of Writing
7	Midterm exam
8	Business Letters
9	Business Letters (Cont.)
10	Sales Letters
11	Types of Business Reports
12	Job Search and Employment
13	CV (Resume) and Cover Letter
14	Oral Presentation Tips and Techniques

Grading Policy

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm exam	1	30 %						
Assignments	1	20 %						
Final exam	1	50 %						

ECTS Workload

List all the activities considered under the ECTS.

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	14	3	42
Attending Labs/Recitations (<i>weekly basis</i>)	-	-	
Preparation beforehand and finalizing of notes (<i>weekly basis</i>)	14	0.5	7
Collection and selection of relevant material (<i>once</i>)	1	2	2
Self study of relevant material (<i>weekly basis</i>)	14	3	42
Homework assignments/Examples	3	4	12
Preparation for Quizzes	-	-	-
Preparation for Midterm Exams (<i>including the duration of the exams</i>)	1	5	
Preparation of Term Paper/Case Study Report (<i>including oral presentation</i>)	-	-	-

Preparation of Term Project/Field Study Report (including oral presentation)	-	-	-
Preparation for Final Exam (including the duration of the exam)	1	8	18
TOTAL WORKLOAD / 25			113
ECTS Credit			4

Program Qualifications vs. Learning Outcomes Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

No	Program Qualifications	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.		X			
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.		X			
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.	X				
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.	X				
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.		X			
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.	X				
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.					X
8	Be thereby qualified to conduct research in business administration and management.					X
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.				X	
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.					X
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				X	
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.				X	
	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.		X			
	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.				X	

Scale for contribution to a qualification: 0-none, 1-little, 2-moderate, 3-considerable, 4-highest