

School of Business and Management Sciences / Business Administration (English)

2023 - 2024 Academic Year

BUSINESS COMMUNICATION II

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
BUSINESS COMMUNICATION II	BUS1241260	Spring Semester	4+0	4	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Lect. Ebru ESKİÇIRAK				
Name of Lecturer(s)	Lect. Hakan YILDIZ, Lect. Mehmet Polat TACAR				
Assistant(s)	Instructor HAKAN YILDIZ				
Aim	Improvement of oral and written communication in Professional area via using four fundamental skills in line with CEFR B2 level.				
Course Content	This course contains; Introduction,Basic Business Communication I,Basic Business Communication II,Basic Communication Terminology I,Basic Communication Terminology II,Business Management & Strategic Management I,Business Management & Strategic Management II,Economics ,Economics Terminology,International Trade ,Management Terminology,Trade Terminology,Economics, Management, Finance and Trade Terminology,Revision.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to express his/her responsibilities in related working areas both orally and written.			10, 16, 6, 9	A	
1.1. expresses professional competency.			10, 16, 6, 9	A	
1.2. restates written or oral demands.			10, 16, 6, 9	A	
2. Will be able to describe the differences in the work culture of individuals from different nations in the work environment.			10, 16, 6, 9	A	
2.1 Summarizes the work culture of his/her own country.			10, 16, 6, 9	A	
2.2 Discusses alternatives to improve co-working space.			10, 16, 6, 9	A	
3. Will be able to explain how an institutional organization operates.			10, 16, 6, 9	A	
3.1. compares work definitions and distribution in an institutional organization.			10, 16, 6, 9	A	
3.2. develops communication methods needed in an institutional organization effectively.			10, 16, 6, 9	A	
4. will be able to define communication culture both orally and written to be used in various cases.			10, 16, 6, 9	A	
4.1 differentiate between the correct communication method to be used according to context.			10, 16, 6, 9	A	
4.2 reports problems that arise in projects related to her field by taking responsibility when necessary.			10, 16, 6, 9	A	
4.3. express that body language varies from culture to culture.			10, 6, 9	A, D, E	
5. will be able to design a communication plan in line with the needs of the institution via various analyses.			10, 16, 5, 6, 9	A	
5.0. Will be able to express the people around and communication style.			10, 16, 6, 9	A	
5.1 discusses ethical codes in professional and scientific studies.			10, 16, 6, 9	A	
5.1. Improves the ability to communicate according to basic behavioral patterns in interpersonal relationships.			16, 5, 9	A	
5.2 designs plans regarding the future planning of the institution.			16, 5, 9	A	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 5: Cooperative Learning, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction	Studying the next unit, and in-class presentations and projects			
2	Basic Business Communication I	Studying the next unit, and in-class presentations and projects			
3	Basic Business Communication II	Studying the next unit, and in-class presentations and projects			
4	Basic Communication Terminology I	Studying the next unit, and in-class presentations and projects			
5	Basic Communication Terminology II	Studying the next unit, and in-class presentations and projects			
6	Business Management & Strategic Management I	Studying the next unit, and in-class presentations and projects			
7	Business Management & Strategic Management II	Studying the next unit, and in-class presentations and projects			
8	Economics	Studying the next unit, and in-class presentations and projects			
9	Economics Terminology	Studying the next unit, and in-class presentations and projects			
10	International Trade	Studying the next unit, and in-class presentations and projects			
11	Management Terminology	Studying the next unit, and in-class presentations and projects			
12	Trade Terminology	Studying the next unit, and in-class presentations and projects			
13	Economics, Management, Finance and Trade Terminology	Studying the next unit, and in-class presentations and projects			
14	Revision	Studying the next unit, and in-class presentations and projects			
Evaluation Methods			Weight(%)		
Midterm Exam			40		
(General Exam) ASSIGNMENT BASED MIDTERM			40		
General Exam			60		

Resources
English For Business Communication by Simon Sweeney, Cambridge Professional English Series, Second Edition, ISBN-13. 978-0521754491 - 2019Related TedX videos, newspaper and periodicals