

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**ACADEMIC ENGLISH I**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
ACADEMIC ENGLISH I	PR1190130	Fall Semester	4+0	4	4
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Lect. Müge SARI				
<b>Name of Lecturer(s)</b>	Lect. Hakan YILDIZ				
<b>Assistant(s)</b>	Lecturer BARIŞ GÜNAY				
<b>Aim</b>	The aim of this course is to enable students to use intermediate level of terminology regarding their discipline.				
<b>Course Content</b>	This course contains; Describing the aim of the course, evaluation system.,Introducing Yourself in Business Context,Making Business Phone Calls / Formal and Informal E-mails / DigitalCommunication,Social Media for Professional Purposes / Digital Marketing / Professional Communication ,Making Effective Presentations ,Creating a Presentation Outline / Organizing the Parts of a Presentation /Importance of Non-Verbal Communication,Body Language Across Genders and Cultures / Distinguishing Non-VerbalMessages,Business Meetings,Time Management / Stress Management / Conflict Management / CommonWorkplace Problems and Ways to Handle Them,Presentation and Public Speaking Skills,Presentation Skills,History of Communication ,Overview of the Semester.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Will be able to express themselves in business context in English.			10, 16, 6, 9	A	
Use English language in oral and written forms			10, 16, 6, 9	A	
Make comment in English on written and spoken input.			10, 16, 6, 9	A	
Make a literature review in English in the field of Business Communication Skills.			10, 16, 6, 9	A	
Evaluate and comment on English works about Business Communication.			10, 16, 6, 9	A	
Make presentations in English language.			10, 16, 6, 9	A	
Will be able to identify how an institutional organization operates.			10, 16, 6, 9	A	
Identify work definitions and distribution in an institutional organization.			10, 16, 6, 9	A	
Use communication tools needed in an institutional organization effectively.			10, 16, 6, 9	A	
Use formal and informal communication skills effectively in institutional organizations.			10, 16, 6, 9	A	
Will be able to express ideas about history of communication.			10, 16, 6, 9	A	
Identify different ways of communication and use them harmoniously.			10, 16, 6, 9	A	
Differentiate between the correct communication method to be used according to context.			10, 16, 6, 9	A	
Will be able to solve problems that arise in projects related to her field by taking responsibility when necessary.			10, 16, 6, 9	A	
Carry out analyzes for institutions and prepares a communication plan in line with the needs of the institutions.			10, 16, 6, 9	A	
Solves the problems that arise in projects related to the field, by taking responsibility when necessary.			10, 16, 6, 9	A	
Acts in a way that adheres to ethical codes in professional and scientific work.			10, 16, 6, 9	A	
Will be able to use language fluently and accurately in scientific and professional studies.			10, 16, 6, 9	A	
Uses communication systems tools and software effectively.			10, 16, 6, 9	A	
Makes effective presentations both verbally and with body language.			10, 16, 6, 9	A	
Manages the project presentation process effectively.			10, 16, 6, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Describing the aim of the course, evaluation system.				
2	Introducing Yourself in Business Context	Studying relevant page in the textbook			
3	Making Business Phone Calls / Formal and Informal E-mails / DigitalCommunication	Studying relevant page in the textbook			
4	Social Media for Professional Purposes / Digital Marketing / ProfessionalCommunication	Studying relevant page in the textbook			
5	Making Effective Presentations	Studying relevant page in the textbook			
6	Creating a Presentation Outline / Organizing the Parts of a Presentation /Importance of Non-Verbal Communication	Studying relevant page in the textbook			
7	Body Language Across Genders and Cultures / Distinguishing Non-VerbalMessages	Studying relevant page in the textbook			
8	Business Meetings	Studying relevant page in the textbook			
9	Time Management / Stress Management / Conflict Management / CommonWorkplace Problems and Ways to Handle Them	Studying relevant page in the textbook			
10	Presentation and Public Speaking Skills	Studying relevant page in the textbook			
11	Presentation Skills	Studying relevant page in the textbook			
12	Presentation Skills	Studying relevant page in the textbook			
13	History of Communication	Studying relevant page in the textbook			
14	Overview of the Semester	Studying relevant page in the textbook			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			

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General Exam

60

**Resources**

PTT Presentations, Related Web Pages, Career Paths Banking A1,A2 ,Vocational English Book,Express Publishing,2011,ISBN 978-1-78098-355-4