

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PRESENTATION and WRITING TECHNIQUES	MIS1212174	Spring Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assoc.Prof. Pelin VARDARLIER				
Name of Lecturer(s)	Lect. Şenay ÇAYLAN				
Assistant(s)					
Aim	At the conclusion of this course the student should be able to present the information obtained on a particular subject orally and or writing in a way and style in fitting to the purpose of such a presentation. She or he should be able to prepare a report or present the finding orally to a group as well as manage correspondence on the same.				
Course Content	This course contains; Basic components of communication, diction, phonetics. ,Planning presentations, research and preparation,Main points to be considered while preparing power point presentation,Materyal Seçimi, Görsel-İşitsel Araçlar,Clothing, makeup and accessories, final preparations,Points to be noted in the presentation, importance of body language,Interactive presentation techniques ,Preparation and presentation of a report, homework, composition,Reading of source 8,Successful interviews,Negotiation techniques,Academic poster presentation,Individual and group presentations,Individual and group presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to prepare presentations, reports and homework using various techniques			5, 9	A	
1.1. Recognizes the importance of the basic principles of an effective presentation.					
1.2. Recognizes the stages of preparation of presentation.					
2. Will be able to use body language and good communication skills.			5, 9	A	
2.1. Recognizes and uses effective body language.					
2.2. Recognizes the importance of color in body language and uses it effectively.					
3. Will be able to perform effective presentations.			5, 9	A	
3.1. Defines and uses a positive presentation atmosphere.					
3.2. Recognizes the importance of clothing, makeup and accessories in a presentation and uses them effectively.					
4. Will be able to use PowerPoint for presentations.			5, 9	A	
4.1. Recognizes and applies the concept of content development.					
4.2. Design Cv s for various purposes					
5. Will be able to recognize audiovisual equipment and use it effectively.			5, 9	A	
5.1. Masters and applies the rules for using resources and referencing to the same.					
5.2. Uses time efficiently.					
Teaching Methods	5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Basic components of communication, diction, phonetics.	Reading of source 1-2-3			
2	Planning presentations, research and preparation	Reading of source 5			
3	Main points to be considered while preparing power point presentation	Reading of source 8			
4	Materyal Seçimi, Görsel-İşitsel Araçlar	Reading of source 8			
5	Clothing, makeup and accessories, final preparations	Reading of source 8			
6	Points to be noted in the presentation, importance of body language	Reading of source 2-3-4-5-6			
7	Interactive presentation techniques	Reading of source 5			
8	Preparation and presentation of a report, homework, composition	Reading of source 8			
9	Reading of source 8	CV writing			
10	Successful interviews	Reading of source 6-7			
11	Negotiation techniques	Reading of source 6-7			
12	Academic poster presentation	Reading of source 8			
13	Individual and group presentations	Reading of homeworks			
14	Individual and group presentations	Reading of homeworks			
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources

- 1) Business Presentation and Email Writing Skills Mastery, S P SINGH, 2016.
- 2) On writing well: The classic guide to writing nonfiction. Zinsser, W. K. (2001). Quill/A Harper Collins Books.
- 1) Excellence in business communication. Thill, J. V., Bovée, C. L., & Cross, A. (2005). Upper Saddle River, NJ: Pearson Prentice Hall.