

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

**2023 - 2024 Academic Year**

**BUSINESS COMMUNICATION 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>
BUSINESS COMMUNICATION I	BUS1134320	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. Ebru ESKİÇIRAK				
<b>Name of Lecturer(s)</b>	Lect. Hakan YILDIZ				
<b>Assistant(s)</b>	Instructor HAKAN YILDIZ				
<b>Aim</b>	Improvement of oral and written communication in Professional area via using four fundamental skills in line with CEFR B2 level.				
<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 / Digital Communication,Social MEdia for Proffetional Purposes / Digital Marketing / Proffesional Communication,Makin 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-Verbal Messages,Business Meetings,Time Management / Stress Management / Conflict Management / Common Workplace Problems and Ways to Handle Them,Presentation and Public Speaking Skills,Presentation Skills,Prsentation Skills,History of Communication,Overview of the Semester.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
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	
5. will be able to design a communication plan in line with the needs of the institution via various analyses.			10, 16, 6, 9	A	
5.1 discusses ethical codes in professional and scientific studies.			10, 16, 6	A	
5.2 designs plans regarding the future planning of the institution.			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>Sequenc e</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 / Digital Communication	Studying relevant page in the textbook			
4	Social MEdia for Proffetional Purposes / Digital Marketing / Proffesional Communication	Studying relevant page in the textbook			
5	Makin 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-Verbal Messages	Studying relevant page in the textbook			
8	Business Meetings	Studying relevant page in the textbook			
9	Time Management / Stress Management / Conflict Management / Common Workplace 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			
(General Exam) ASSIGNMENT BASED MIDTERM		40			
General Exam		60			

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