

COURSE RECORD

Code	BA 440
Name	Managerial Communication
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course provides a comprehensive understanding of managerial communication, covering both verbal and non-verbal aspects, written and digital communication, and persuasive techniques. In this course, students will explore communication strategies in organizational settings, learn how to develop effective arguments, and enhance their ability to engage in interactive communication, presentations, and negotiations.
Objectives	Developing effective verbal, non-verbal, and written communication skills. Analyzing persuasive and interactive communication techniques in business settings. Exploring communication strategies for teams, negotiations, and leadership roles. Enhancing the ability to use modern communication tools and technologies effectively.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Explain key concepts and strategies of managerial communication. L02. Apply effective verbal, non-verbal, and written communication strategies in professional contexts. L03. Develop persuasive communication techniques for business interactions. L04. Evaluate the role of digital media and technology in organizational communication.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	2	2	2	2	2	4	2	1	2	3
L02	1	2	2	2	3	5	1	1	2	2
L03	1	2	2	4	3	4	2	2	2	2
L04	1	1	1	1	3	2	1	3	1	2

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
L01	2	2	2	2	2	4	2
L02	1	2	1	1	3	5	2
L03	1	2	2	2	4	4	2
L04	1	1	1	1	3	2	1

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Verbal and non-verbal communication	L01, L02
Persuasive, interactive, and organizational communication	L01, L02, L03
Written communication (e.g., letters, e-mails, reports, briefing papers)	L01, L02
Ads, social media, news releases, exhibitions, interviews, questioning, and listening, presentations, audio-visual technologies	L01, L02, L04
Meetings, teams, and negotiations	L01, L02, L03
Communication in perspective	L01, L02

DERS BİLGİLERİ

Kodu	BA 440
İsmi	Yönetmel İletişim
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, sözlü ve sözsüz iletişim, yazılı ve dijital iletişim ve ikna tekniklerini kapsayan kapsamlı bir yönetmel iletişim anlayışı sunar. Bu derste öğrenciler, kurumsal ortamlarda iletişim stratejilerini keşfedecek, etkili argümanlar geliştirmeyi öğrenecek ve etkileşimli iletişim, sunum ve müzakere becerilerini geliştireceklerdir.