

COURSE RECORD

Code	BA 125
Name	Business Communication
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate
Semester	Fall
Type	Compulsory
Prerequisites	-
Description	This course introduces students to basic concepts and principles of effective business communication as integral to management strategy. The course will include developing a foundation for designing effective messages, from concept to delivery. Students will use strategic communication models to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Further, because effective group communication is a necessity in today's workplace, the students will learn and practice skills in presentations, interviews, dealing with conflict, and leveraging the power of diversity, at both the individual and cultural level.
Objectives	Developing their skills in professional and interpersonal communication Discovering the challenges in the global job market Introduce how to create business messages, reports, proposals, presentations, and resumes.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1: Demonstrate knowledge about professional and interpersonal communication skills. LO2: Demonstrate knowledge about ethical, legal, cultural, and global challenges affecting business communication. LO3: Compose and revise accurate business reports, proposals, and messages. LO4: Be able to implement course material to real-life examples with effective oral business presentations.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	1	0	0	5	2	1	0	1	0
LO2	5	1	0	0	5	2	1	0	1	0
LO3	5	1	0	0	5	2	1	0	1	0
LO4	5	1	0	0	5	2	1	0	1	0

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

COURSE CONTENT DETAILS

W	Topic	Outcomes
1	Introduction: Course introduction	LO1, LO2, LO3
2	Professional Communication in a Digital, Social, Mobile World	LO1, LO2, LO3,
3	Collaboration, Interpersonal Communication, and Business Etiquette	LO1, LO2, LO3,
4	Communication Challenges in a Diverse, Global Marketplace	LO1, LO4,
5	Planning and Writing Business Messages	LO1, LO4
6	Midterm exam	
7	Messages for Digital Channels	LO1, LO4
8	LFW	

8	Presentations	L01, L04,
9	Writing Routine and Positive, Negative and Persuasive Messages	L01, L02, L04,
10	Reports and Proposals	L01, L04
11	Developing and Delivering Business Presentations	L01, L02, L04
12	Writing Résumés	L01
13	Interviewing	L01
14	Final Exam	

DERS BİLGİLERİ

Kodu	BA 125
İsmi	İş İletişimi
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dönem	Güz
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	Yok
İçerik	Bu ders öğrencilere, yönetim stratejisinin ayrılmaz bir parçası olan etkili iş iletişimin temel kavramlarını ve ilkelerini tanıtmaktadır. Öğrenciler kavramdan sunuma kadar hem yazılı hem sözlü etkili mesajlar tasarlamak için bir temele sahip olacaklardır. Hedefleri belirlemek, izleyicileri analiz etmek, bilgi seçmek ve mesaj için en etkili düzenleme ve kanalı oluşturmak için stratejik iletişim modellerini kullanacaklardır. Ayrıca, etkili grup iletişimi günümüz işyerinde zorunlu olduğundan, öğrenciler bireysel ve kültürel düzeyde hem sunum becerileri, hem de toplantılar, röportajlar, çatışma ile uğraşan ve çeşitlilik gücünden yararlanarak öğrenecek ve uygulayacaklardır.