

**COURSE RECORD**

Code	<b>BA 440</b>
Name	<b>Managerial Communication</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course explores key theories and strategies of contemporary organizational communications and designed to help students analyze business communication problems and formulate strategies for presenting the solution clearly, concisely, and persuasively. It enhances the student's professional business writing skills within managerial contexts. Additionally, it recognizes that challenges exist for creating and implementing effective communication both inside organizations (between individuals and groups), and outside organizations (with markets, partners, and influential third parties).
Objectives	To introduce key concepts of communication theory, strategy, and implementation within organizational settings. To develop students' skills in applying these concepts to realistic situations in a variety of workplace environments.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain the historical development of communication as an organizational process affecting internal processes and external relationships. LO2. Describe managerial communication as a component of organizational communication. LO3. Implement concepts for problem solving, conflict management, and negotiation. LO4. Summarize the key strategies for effective written and oral communication internally and externally. LO5. Identify the characteristics of technology that impact and interact with organizational and managerial communication.

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	0	4	2	0	2	1	2	0	2	0
L02	5	4	2	1	4	2	3	1	4	1
L03	5	5	4	1	3	4	5	1	5	0
L04	2	2	1	0	5	1	2	1	0	0
L05	3	5	0	1	5	0	3	0	1	1

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

**COURSE CONTENT DETAILS**

Topics	Outcomes
1- An Introduction to Managerial Communication	L01, L02
2- Characteristics, the Managerial Dynamic, and the Impact of Technology	L05,
3- Writing Effective Managerial Reports	L04
4- Verbal and Nonverbal Communication	L03, L04
5- Conflict Management and Intercultural Communication	L02, L03
6- Interviews and Meetings	L04, Lo5
7- Usage of Electronic Messages	L03, L05
8- Emerging Issues	L05,

**DERS BİLGİLERİ**

Kodu	<b>BA 440</b>
İsmi	<b>Yönetimsel İletişim</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	
İçerik	Bu ders, çağdaş örgütsel iletişimin temel teorilerini ve stratejilerini anlamak ve öğrencilerin iş iletişimi problemlerini analiz etmelerine, çözümü açık, özlü ve ikna edici bir şekilde sunmak için stratejiler formüle etmelerine yardımcı olmak için tasarlanmıştır. Öğrencinin yönetimsel bağlamlarda profesyonel rapor yazma becerilerini geliştirmeleri amaçlanmıştır. Ek olarak, hem organizasyonların içinde (bireyler ve gruplar arasında) hem de organizasyonların dışında (pazarlar, ortaklar ve üçüncü taraflarla) etkili iletişim yaratmak ve uygulamak için zorlukların incelenmesinde öğrencilere yardımcı olmak hedeflenmiştir.