



# ÇANKAYA UNIVERSITY

## Çankaya Vocational Training School

### Course Definition Form

#### Part I. Basic Course Information

<b>Department Name</b> <i>Use capital letters only</i>	BANKING AND INUSURANCE	<b>Dept. Numeric Code</b>	4   5
<b>Course Code</b>	Dept. Code+Course No B   A   I   2   1   7	<b>Number of weekly lecture hours</b>	3
		<b>Number of weekly lab/tutorial hours</b>	0
<b>Course Web Site</b> <i>Use capital letters only</i>		<b>ECTS Credit</b>	0   5
		<b>Number of Credit Hours</b>	3

#### Course Name

*This information will appear in the printed catalogs and on the web online catalog.*

**English Name** *maximum 40 characters*

Business Communication

**Abbreviated English Name** *maximum 15 characters*

Bus.Com.

**Turkish Name** *maximum 40 characters*

İşletme İletişimi

**Abbreviated Turkish Name** *maximum 15 characters*

İşl.İlet.

<b>Prerequisites</b> (if any) <i>Give course codes and check all that are applicable.</i>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Consent of the Instructor <input type="checkbox"/> Give others, if any.			
	<input type="checkbox"/> Senior Standing			
<b>Co-requisites</b> (if any)	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Course Type</b> <i>Check all that are applicable</i>				
<input type="checkbox"/> Must course for Dept. <input type="checkbox"/> Must course for other dept(s) <input checked="" type="checkbox"/> Elective course for Dept. <input type="checkbox"/> Elective course for other dept(s)				

**Part II. Detailed Course Information****Justification for the proposal** *Maximum 80 words*

This course presents communication as integral to management strategy and as a critical component for success in the workplace. In this course, you will develop a foundation for designing effective messages, both written and oral, from concept to delivery.

**Course Description**

*Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.*

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program.

**Course Objectives**

*Explain the aims of the course. Maximum 100 words.*

- Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages
- Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations
- Develop effective interpersonal communication skills
- Use communication technology appropriately and effectively

**Learning Outcomes**

*Explain the learning outcomes of the course. Maximum 10 items.*

- To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
- To understand the importance of specifying audience and purpose and to select appropriate communication choices.
- To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication

**Course Outline**

*List the topics covered within each week.*

Week	Topic(s)
1	The term of Communication
2	Communication Skills
3	Planning Business Messages
4	Electronic Messages and Digital Media
5	Positive Messages
6	Negative Messages
7	Midterm Exam
8	Persuasive Messages
9	Professionalism at Work: Teamwork
10	Organizing and Preparing Reports and Proposals
11	Designing and Delivering Business Presentations
12	Intercultural Communication
13	Interviewing and Follow Up
14	Financial Performance Measurement

<b>Textbook(s)</b> <i>List the textbook(s), if any, and other related main course materials.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
Mary Ellen Guffey, Dana Loewy	Business Communication (Process and Product)	Cengage Learning	2015	978-1285094069
Carol Lehman, Debbie Dufrene	Business Communication	Cengage Brain	2011	978-0324782172

<b>Teaching Policy</b> <i>Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)</i>
Face to face

<b>Computer Usage</b> <i>Briefly describe the computer usage and the hardware/software requirements in the course.</i>
For Presentation Purposes

<b>Grading Policy</b> <i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Attendance	1	%10						
Midterm	1	%40						
Final Exam	1	%50						

<b>ECTS Workload</b> <i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures ( <i>weekly basis</i> )	14	3	42
Attending Labs/Recitations ( <i>weekly basis</i> )	14	-	-
Preparation beforehand and finalizing of notes ( <i>weekly basis</i> )	14	1	14
Collection and selection of relevant material ( <i>once</i> )	1	3	3
Self study of relevant material ( <i>weekly basis</i> )	14	1	14
Homework assignments	4	3	12
Preparation for Quizzes	-	-	-
Preparation for Midterm Exams ( <i>including the duration of the exams</i> )	1	8	8
Preparation of Term Paper/Case Study Report ( <i>including oral presentation</i> )	1	5	5
Preparation of Term Project/Field Study Report ( <i>including oral presentation</i> )	1	7	7
Preparation for Final Exam ( <i>including the duration of the exam</i> )	1	15	15
TOTAL WORKLOAD			120
TOTAL WORKLOAD / 25			25
<b>ECTS Credit</b>			<b>5</b>

**Program Qualifications vs. Course's Learning Outcomes**

Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right..

No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
BAI-1	Be able to monitor and analyze the dynamics of banking and financial markets.				x	
BAI-2	Be able to utilize the basic knowledge that obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of Banking and Insurance in accordance with the requirements of the globalized business environment.			x		
BAI-3	Be able to identify and analyze the validity of theories related to the banking and insurance and their relationships with current conditions.		x			
BAI-4	Have a good knowledge of the regulations and legislation underpinning the financial markets and institutions.	x				
BAI-5	Be able to use quantitative techniques and methods that are predominantly used in banking and insurance.		x			
BAI-6	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.					x
BAI-7	Be able to construct, analyze and interpret financial and economic models				x	
BAI-8	Be able to understand and evaluate the problems in baking and insurance and to discuss and express his/her opinions clearly.					x
BAI-9	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.					x
BAI-10	To maintain scientific, social, and ethical standards when collecting, interpreting, and disseminating financial information, and in application of financial ideas.				x	
BAI-11	Be able to know the mechanism how the banking sector works in the global economy.		x			
BAI-12	Be able to have the practical implications of the insurance policy in financial sector.	x				

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest