



ÇANKAYA UNIVERSITY

Çankaya Vocational Training School

Course Definition Form

Part I. Basic Course Information

Department Name <i>Use capital letters only</i>	FOREIGN TRADE PROGRAMME	Dept. Numeric Code	4 4
Course Code	Dept. Code+Course No F T P 1 2 3	Number of weekly lecture hours	3
		Number of weekly lab/tutorial hours	0
		Number of Credit Hours	3
Course Web Site <i>Use capital letters only</i>	HTTP://ACADEMIC.CANKAYA.EDU.TR/~BOZSACMACI	ECTS Credit	0 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*

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Turkish Name *maximum 40 characters*

İŞLETME İLETİŞİMİ

Abbreviated Turkish Name *maximum 15 characters*

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

Part II. Detailed Course Information**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.

Understanding the purposes and processes of communication in business; study of cases and exam project to improve students' skills in a collaborative communication; emphasis on written and communication for effectiveness; professional report writing and presentation.

Course Objectives

Explain the aims of the course. Maximum 100 words.

- Basic understanding of the business communication
- Developing the knowledge of communicating successfully in an organization.
- Selecting appropriate communication channel for a particular purpose.
- Improving and adapting your message into the writing skills on letters, memos and reports.
- Developing the knowledge of interview and presentation techniques.
- Prepare audience to work effectively with small groups and meetings.
- Prepare students for future business related courses.

Learning Outcomes

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

Understanding Business Communication
 Importance of Organizational Communication
 The Process of Writing
 Learning How to Conduct Business Letter, Business Report, Proposal and Memorandum
 Learning How to Write Resume and Cover Letter
 Establishing a Survey Design
 Learning About Interview and Presentation Techniques
 Learning About Communication Techniques
 Learning How to Overcome Communication Barriers and Conflicts

Course Outline

List the topics covered within each week.

Week	Topic(s)
1	Introduction
2	Understanding Business Communication
3	Communication in Organizations
4	Planning Communication Process
5	The Process of Writing
6	Business Letters and Memoranda
7	Business Reports and Proposals
8	Writing Resume and Cover Letter
9	Interview Techniques
10	Presentation Techniques
11	Communication Techniques and Examples
12	Communication Barriers and Conflicts
13	Survey Design
14	The overview of Business Communication Issues

Textbook(s) <i>List the textbook(s), if any, and other related main course materials.</i>				
Author(s)	Title	Publisher	Publication Year	ISBN
Courtland L. Bovee, John V. Thill	Business Communication Essentials, 4th Edition	Pearson	2010	9780136084419

Teaching Policy <i>Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)</i>
The main policy is to engaging students with the course materials. Motivating students to collect and analyze information relevant to communication practice and solve business communication problems. To develop students' understanding there will be one mid-term and one final examination during the semester. Also a term project and four take home assignments will be presented by the students.

Grading Policy <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
Term Project	1	%20						
Midterm	2	%20						
Final Exam	1	%40						

ECTS Workload <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
Preparation beforehand and finalizing of notes (<i>weekly basis</i>)	1	4	4
Collection and selection of relevant material (<i>once</i>)	1	3	3
Self study of relevant material (<i>weekly basis</i>)	1	7	7
Homework assignments	2	2	4
Preparation for Midterm Exams (<i>including the duration of the exams</i>)	1	7	7
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	3	3
Preparation for Final Exam (<i>including the duration of the exam</i>)	1	6	6
TOTAL WORKLOAD / 25			3,24
ECTS Credit			3

Program Qualifications vs. Course's Learning Outcomes						
<i>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..</i>						
No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
FTP-1	Be able to monitor and analyze the dynamics of international markets.		x			
FTP-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 foreign trade in accordance with the requirements of the globalized business environment.				x	
FTP-3	Be able to identify and analyze the validity of theories related to the foreign trade and their relationships regarding current conditions.	x				
FTP-4	Have a good knowledge of the regulations and legislation underpinning the international markets and institutions.	x				
FTP-5	Have the ability to efficiently perform all responsibilities of foreign trade within a corporation.		x			
FTP-6	Be able to use quantitative techniques and methods that are predominantly used in foreign trade.	x				
FTP-7	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.			x		
FTP-8	Be aware of elements of the international competitiveness of the foreign trade environment and marketing techniques.		x			
FTP-9	Be able to understand and evaluate the problems in foreign trade and to discuss and express his/her opinions clearly.			x		
FTP-10	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	
FTP-11	Be able to understand and evaluate the legal framework for foreign trade law, rules and regulations.		x			
FTP-12	Have the ability to analyze and perform risk assessment of foreign trade companies and multinational companies.	x				

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