Course Syllabus

Code - Course Title	**İŞL118U - Yok**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SERAP BENLİGİRAY

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The concept of business in general The concept of business communication Factors that increase the importance of business communication today	
Week - 2		Scope of business communication Business communication competencies	
Week - 3		Key elements of the business communication process The importance of situation determination for the success of the business communication process Identifying the requirements for planning the business communication process Considerations during the implementation of the business communication process What needs to be done for an effective evaluation of the business communication process	
Week - 4		Areas of specialization in business communication: Media relations Communication with employees Topic management communication crisis management communication change management communication	
Week - 5		Written communication media Oral communication media Nonverbal/Symbolic communication media Remote/Virtual communication media Other communication media	
Week - 6		Preparation for the midterm exam: Question solution	
Week - 7		Midterm exam	
Week - 8		The process of change from traditional to new media Characteristics of new media Reflections of the new media order on business communication Media types in the online environment and their role in business communication	
Week - 9		Report preparation Preparation of an proposal Project preparation Writing reports, projects and proposals Offering of reports, projects and proposals	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 10		Basic Information on resentation Presentation lanning Preparation of presentation content Practicing presentation Realization of the presentation Preparation of online presentations	
Week - 11		Potential problems in business communication Opportunities and threats in business communication Methods used in the process of improving and developing business communication Quality in business communication and integrated communication	
Week - 12		Preparation for the final exam: Question solution	
Week - 13		Preparation for the final exam: Question solution	

Learning Outcomes

#	Learning Outcome
1	Explain the concept of communication in general, Summarize business communication conceptually and You will be able to list the factors that increase the importance of business communication today.
2	You will be able to explain the scope of business communication and be able to summarize business communication competencies.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**