

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-----------------------------------|----------|--------|----------|-----|--------|------|
| CO-E 652 | Business Management Communication | 2 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Elective |
| Course Level | Masters Degree |
| Objective | The aim of this course is to provide students information and skills which are necessary for companies to have a healthy and effective communication with their internal and external publics in today's global, competitive and multi-cultural business environment. |
| Content | See Topis |
| References | Judith Dwyer (2006) The Business Communication Handbook, Pearson: Australia, 7th ed. Courtland L. Bovée and John V. Thill (2005) Business Communication Today, Pearson: USA. Alison Theaker (2006) Halkla İlişkilerin El Kitabı, 2. baskı, Mediacat Yayınları:İstanbul. Iris I. Varner (2000) The Theoretical Foundation for Intercultural Business Communication: A conceptual Model, The Journal of Business Communication, 37:39-57. |

Theory Topics

| Week | Weekly Contents |
|------|---|
| 1 | Introduction |
| 2 | Scope and Method of Business Communication |
| 3 | Components of Business Communication |
| 4 | Globalization and Business Communication |
| 5 | Intercultural Communication |
| 6 | Culture and Business Communication |
| 7 | Intercultural Differences and Business Communication |
| 8 | Mid-term exam |
| 9 | Internet, web 2.0, new media and business communication |
| 10 | Digital transformation and its impact on business communication |
| 11 | Student presentations |
| 12 | Student presentations |
| 13 | Student presentations |
| 14 | Student presentations |