Content

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

Prerequisites	
Admission Requirements	

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,Introduction
2	Elements, Scope and Method of Business Communication,Elements, Scope and Method of Business Communication
3	Globalization and Business Communication,Globalization and Business Communication
4	.E-economy and Business Communication,.E-economy and Business Communication
5	Intercultural Communication,Intercultural Communication
6	Cultural Differences and Business Communication,Cultural Differences and Business Communication
7	Ethics of Business Communication,Ethics of 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