

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G391	Business Communications	5	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	English
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course aims to improve students' communication style and skills at the workplace.
Content	<p>Week 1. Introduction to Communication</p> <p>Week 2. Recruitment process, writing effective resumes</p> <p>Week 3. Effective Cover Letters, "You" attitude in writing</p> <p>Week 4. : Interview techniques, and role play</p> <p>Week 5. : Interview role play</p> <p>Week 6. Intra- office Communication</p> <p>Week 7. Three step writing process: Planning, E-mail writing, intraoffice and interoffice writing</p> <p>Week 8. Three step writing process: Composing, business letters</p> <p>Week 9. Three step writing process: Completing, negative messages, persuasive messages</p> <p>Week 10. Communicating in a World of Diversity, Cross-Cultural Communication</p> <p>Week 11. Midterm. Basics of Visual Communication</p> <p>Week 12. Reports and proposals</p> <p>Week 13. Effective teams, meetings, agenda, meeting minutes, inclass exercise</p> <p>Week 14. Revision of the semester and course wrap-up</p>
References	<p>Bovee, John V. Thill, Courtland L, Business Communication Today, Pearson Education, 2010, Goodale M, The Language of Meetings</p> <p>Business Communication Today</p> <p>Harvard Business Review Case Studies</p>

Theory Topics

Week	Weekly Contents
1	Introduction to Communication
2	Recruitment process, writing effective resumes
3	Effective Cover Letters, “You” attitude in writing
4	Interview techniques, and role play
5	Interview role play
6	Intra- office Communication
7	Three step writing process: Planning,E-mail writing,intraoffice and interoffice writing
8	Three step writing process:Composing, business letters
9	Three step writing process:Completing, negative messages, persuasive messages
10	Communicating in a World of Diversity,Cross-Cultural Communication
11	Midterm.Basics of Visual Communicatio
12	Reports and proposals
13	Effective teams, meetings, agenda, meeting minutes, inclass exercis
14	Course revision