Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G391	Business Communications	7	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 skills at the workplace.
Content	Week 1. Introduction to Communication Week 2. communication theories, Intro to effective , business communication, HBR article presentations Week 3. Cross-cultural business communication, HBR article presentations Week 4. : Cross-cultural business communication contd, HBR article presentations Week 5. : Presentation skills, HBR article presentations, HBR article presentations Week 6.Effective teams, HBR article presentations Week 7. Effective meetings, meeting simulation, agenda and minutes writing Week 8. Cross-cultural group project presentation Week 9.Cross-cultural group project presentation ctd Week 10. Midterm Week 11.Effective communications through visuals,bar,chart and graph reading and writing Week 12: week 13 Week 14.Revision of the semester and course wrap-up
References	Bovee,John V. Thill, Courtland L, Business Communication Today, Pearson Education, 2010, G Harvard Business Review Case Studies Harvard Business Review Articles

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