Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 652	Business 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
2	Elements, Scope and Method of Business Communication
3	Globalization and Business Communication
4	.E-economy and Business Communication
5	Intercultural Communication
6	Cultural Differences and Business Communication
7	Ethics of Business Communication
8	Mid-term exam
9	Conventional Media and Business Communication
10	Internet, Web 2.0 and Business Communication
11	Social Media and New Trends
12	Mobile Business Communication
13	Communication Skills and Business Communication
14	Review