Content

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

| Prerequisites | UPPER INT. | |
|------------------------|------------|--|
| Admission Requirements | UPPER INT. | |

| 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 |

| Week | Weekly Contents | |
|------|---|--|
| 12 | Reports and proposals | |
| 13 | Effective teams, meetings, agenda, meeting minutes, inclass exercis | |
| 14 | Course revision | |