

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
12	Reports and proposals
13	Effective teams, meetings, agenda, meeting minutes, inclass exercis
14	Course revision