



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Writing Techniques							
Course Code		BYA181		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course students; types of correspondence, the items to be considered in correspondence and teaching the rules and practices.							
Course Content		The concept of correspondence, the points to note in correspondence, types of correspondence.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)		Ins. Mustafa ALP							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Koç, Hakan (2007). Yazışma Teknikleri. Ankara: Seçkin Yayıncılık
2	Tutar, Hasan; Ayyıldız, Ferit(2006). Örnekleriyle Mesleki Yazışma ve Rapor Hazırlama Teknikleri. Ankara: Seçkin Yayıncılık

Week	Weekly Detailed Course Contents	
1	Theoretical	Concept of communication and correspondence
2	Theoretical	Written communication
3	Theoretical	The Importance of Written Communication in Organizational Communication
4	Theoretical	Correspondence Techniques
5	Theoretical	Correspondence Techniques
6	Theoretical	Rules to be followed in correspondence
7	Theoretical	Correspondence types
8	Theoretical	Official writing standards and types
9	Intermediate Exam	Midterm
10	Theoretical	Report preparation
11	Theoretical	Report writing techniques
12	Theoretical	Purpose and types of reports
13	Theoretical	Purpose and types of reports
14	Theoretical	The shape and content of the report
15	Theoretical	Footnotes
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	1	10
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Explain the concept of communication, its types and importance of communication in organizational communication. Define the concept of communication. Sort communication types. Define the concept of organizational communication; explain the importance of written communication in organizational communication.
2	They prepare official writings using official writing standards. Sort official font types.
3	Illustrates the official writings. Sort report types. Show source and footnote.
4	Teaches the creation, sending and receiving of the official writings both physically and electronically.
5	Teaches the curriculum vitae, report, technical note-making methods in detail.

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	4	4	5	5
P2	5	4	5	5	4
P3	5	4	5	3	4
P4	5	5	5	3	4
P5	5	5	4	4	5
P6	5	5	4	4	4
P7	5	4	4	4	4
P8	5	4	4	4	5
P9	5	4	4	3	4
P10	1	4	4	3	4
P11	1	4	4	3	4
P12	3	4	4	3	4
P13	1	4	3	3	4
P14	1	4	3	3	4

