



## 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 (Construction Technology)**

|    |   |
|----|---|
| 1  | Being able to have professional knowledge and skills as a result of being supported by the application on vocational qualifications gained in secondary education |
| 2  | To choose and use building materials  |
| 3  | Building installations can be done  |
| 4  | Applying concrete technology  |
| 5  | Construction of roads   |
| 6  | To be able to make professional computer applications   |
| 7  | Technical drawings  |
| 8  | Making professional drawing   |
| 9  | Bidding and contracting   |
| 10 | To be able to organize the site   |
| 11 | Control and documentation of manufacturing  |
| 12 | Can make application of building repair and strengthening works   |
| 13 | To be able to determine soil types and make soil tests  |
| 14 | Can control water supply and transmission activities  |
| 15 | Making waste treatment facilities for polluting resources   |
| 16 | Projecting of construction elements   |
| 17 | Being able to make a professional project   |
| 18 | Make land measurements  |
| 19 | To be able to make professional practices   |

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

|     | L1 | L2 | L5 |
|-----|----|----|----|
| P1  | 2  | 2  | 3  |
| P2  | 2  | 2  | 3  |
| P3  | 2  | 2  | 3  |
| P4  | 2  | 2  | 3  |
| P5  | 2  | 2  | 3  |
| P6  | 2  | 2  | 3  |
| P7  | 2  | 2  | 3  |
| P8  | 2  | 2  | 3  |
| P9  | 2  | 2  | 3  |
| P10 | 2  | 2  | 3  |
| P11 | 2  | 2  | 3  |
| P12 | 2  | 2  | 3  |
| P13 | 2  | 2  | 3  |
| P14 | 2  | 2  | 3  |
| P15 | 2  | 2  | 3  |
| P16 | 2  | 2  | 3  |
| P17 | 2  | 2  | 3  |
| P18 | 2  | 2  | 3  |
| P19 | 2  | 2  | 3  |

