AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Business Writing Techniques						
Course Code	BYA181		Couse 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)							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

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	Intermediate Exam	Official writing standards and types Midterm
9	Theoretical	Official writing standards and types
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

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