



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)									

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 (Business Administration Management)

1	To be able to use the theoretical knowledge in business management in working life
2	Having the ability to use the management functions of the business and following new management techniques
3	To be able to fulfill the legal responsibilities of the operator, to have the knowledge and equipment to follow and implement the relevant legislation
4	To be able to use the information and communication technologies at the level required by the field, to adapt the new technologies to the operating systems by following the technological changes
5	To identify, analyze and bring solutions to problems encountered in professional practice
6	Managing business financing; bringing a solution to the financial problems by making the financial analysis of the business
7	Gaining the ability to manage the business by ensuring that the human resources operate and develop efficiently in line with business objectives
8	To be able to comprehend the basic functions of production and marketing as a whole and to be able to apply new production and marketing techniques
9	To be able to perform cost calculations in enterprises, to hold accounting records, to prepare financial statements and to be able to interpret
10	Having professional ethical values sought in the qualified personnel required by the market, and able to use Turkish language effectively in written and oral communication; To be able to have professional foreign language knowledge that can make international correspondences related to the field
11	Having analytical analysis, interpretation, evaluation and solution skills of field related information
12	To be able to follow and apply current and economic developments in national and international framework related to his / her profession

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

	L1
P3	3

