



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Writing							
Course Code		BYA110		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	1	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	
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	1	14
Lecture - Practice	14	0	3	42
Assignment	32	0	1	32
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*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 (Office Management and Executive Assistantship)

1	The ability of using information and communication tools and the other vocational tools and techniques.
2	The ability of planning and applying vocational process.
3	The ability of communicating in foreign language.
4	The ability of vocational self-confidence.
5	The ability of entrepreneurship.
6	The ability of using theoretical field information at the practice.
7	The ability of managing a process that provides the needs.
8	The ability of working in groups including interdisciplinary.
9	The ability of defining problems and solving them in vocational practice.
10	The awareness of vocational ethic and responsibility.
11	The awareness of necessity of life-long learning and the ability to make come true this.
12	The ability of having information about sectoral problems.
13	The ability of understanding vocational legal regulation and applying.
14	The ability of having an effective communication.
15	Social, cultural and social responsibilities of the grip, and the ability to apply to adopt.

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	4	4	5		
P2	4	4	4		
P3	4	4	4		
P4	5	5	5		
P5	4	4	4		
P6	4	5	5	4	
P7	4	4	5		4
P8	4	4	4		
P9	4	4	4		
P10	4	4	4		
P11	4	4	4		
P12	4	4	4		
P13	4	4	4		
P14	4	4	4		
P15	4	4	4		

