



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Professional Writing Techniques							
Course Code		DTS258		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	54 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		In this lesson, the terms used in foreign trade and correspondence methods will be applied.							
Course Content		In our country, correspondence rules, official writings, correspondence types, correspondence items to be found, official correspondence rules, business articles, electronic documents and correspondence, archival dimension of electronic documents.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
Name of Lecturer(s)		Ins. Mine GERGÜN							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Mesleki Yazışmalar, Öznur Koç, Nobel Yayınevi, Ankara, 2008.
2	Yazışma Teknikleri, H. Gökdere, Gazi Kitabevi, Ankara, 2003.

Week	Weekly Detailed Course Contents	
1	Theoretical	Main Principles to Follow in Commercial Correspondence
2	Theoretical	Core Business Terms and Conventions
3	Theoretical	Lecture and Figure Direction of Business Letters
4	Theoretical	Writing Business Letters
5	Theoretical	Text Editing and Telephone Negotiations
6	Theoretical	Internet Correspondence Techniques in English
7	Theoretical	International Business Abbreviations
8	Theoretical	Abbreviations Related to Delivery and Payment Shapes
9	Theoretical	Abbreviations Related to Delivery and Payment Shapes
10	Theoretical	Abbreviations Related to Delivery and Payment Shapes
11	Theoretical	Writings on letter of credit
12	Theoretical	Writings on letter of credit
13	Theoretical	Correspondence regarding payment of documents
14	Theoretical	Writings about other forms of payment

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				54
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Applying Commercial Correspondence Rules
2	Terms Used in Foreign Trade and Correspondence Methods Apply
3	To have information about the principles of correspondence and types of writing



4	To illustrate the official writings
5	Distinguish special types of writing

**Programme Outcomes (Foreign Trade)**

1	To describe the basic concepts of economics, business law, labor and social security law, business, accounting and foreign trade.
2	To know the terms of delivery and payment in foreign trade; to regulate documents used in foreign trade transactions.
3	To understand Turkish foreign exchange regulations, to prepare documents used in these processes, and to make business correspondence.
4	To have a knowledge of Turkish customs legislation, and organize related documents
5	To know Turkish foreign trade legislation, main concepts regarding to logistics, international transporting rules and preparing necessary documents, performing e-trade transactions.
6	Making foreign trade transactions with computer and utilize from a foreign language in foreign trade transactions.
7	To be aware of Business Law, Job Security, environmental protection and quality concepts.
8	To understand and analyze the methods of financing foreign trade, and to know the foreign trade transactions in free zones.
9	To know the international marketing strategies, to recognize the risks of international trade, to analyze international monetary relations and capital markets.
10	To understand the importance of quality and standardization in foreign trade, and to know insurance operations and tax practices in foreign trade.
11	Accounting the transactions as to foreign trade and foreign exchange.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L2	L3	L4	L5
P2	3	3	3	3	3
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	5
P6	3	3	3	3	3
P8	3	3	3	3	3

