



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Business Writing							
Course Code		BYY202		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		This course is student; professional correspondence on computer; official writings, business writings and special writings will teach you to do it quickly and efficiently.							
Course Content		Qualitative characteristics of correspondence, Language information and marking rules in correspondence, Writing process, Types of official writing, Types of business writing, Special writing types, Incoming document processing, Outgoing document processing							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual Study					
Name of Lecturer(s)		Ins. Gültekin BAYSAL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Mesleki Yazışmalar, Emel BAHAR
2	Mesleki Yazışmalar, Öznur KOÇ
3	Yazışma Teknikleri (Örnekler ve Uygulamalar), Hakan KOÇ, Menekşe TARHAN ÖZTOPRAK

Week	Weekly Detailed Course Contents	
1	Theoretical	Qualitative features of writings
2	Theoretical	Grammar and spelling rules in correspondence
3	Theoretical	Writing process
4	Theoretical	The 1st degree of official texts
5	Theoretical	The 2nd degree of official texts
6	Theoretical	Official text types
7	Theoretical	Official text types
8	Theoretical	Official text types
9	Theoretical	Official text types
10	Theoretical	Parts of the business writings
11	Theoretical	Types of business writings
12	Theoretical	Types of special article
13	Theoretical	Types of special article
14	Theoretical	Incoming document transactions
15	Theoretical	Incoming document transactions
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Lecture - Practice	14	0	1	14
Midterm Examination	1	0	19	19



Final Examination	1	0	25	25
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Prepare content.
2	Prepare quick and effective official writing.
3	To prepare quick and effective business articles and special articles.
4	To send and receive correspondence.
5	Recognize Official Writings.

Programme Outcomes (Call Center Services)

1	Ability to use information and communication technology tools and other professional tools and techniques
2	Ability to plan and implement professional processes
3	Foreign language communication skills
4	Professional confidence
5	Entrepreneurship Skills
6	Ability to use theoretical domain knowledge in practice
7	Ability to manage a process to meet requirements
8	Work skills in teams, including interdisciplinary
9	Ability to identify and solve problems in professional practice
10	Professional ethics and accountability

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

	L1
P1	4
P2	4
P4	4
P5	4
P6	4
P7	4
P8	4
P9	4
P10	4

