

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT
COURSE SYLLABUS**

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
BUS 315	BUSINESS COMMUNICATION	Compulsory	4	-	09.09.2025
Instructor of the Course & E-Mail Address	Asst. Prof. İpek METE ipekmete@aybu.edu.tr				
Office Hours & Office Room	Thursday 12:30-13:00 & 15:00-16:00				
Course Content and Objectives	This course adapts the fundamentals of effective writing to specific workplace challenges and media applications, so students will be better prepared to succeed from their first day on the job. Coursework includes writing official letters, resumes, cover letters, and business reports as well as delivering business presentations.				
Textbook(s)	Courtland L. Bovée & John V. Thill. (2018). Business Communication Today. 14 th Ed. Pearson Education.				
Teaching Methods and Techniques	<ul style="list-style-type: none"> Each class will cover topics on business communication and include class exercises on the topics where applicable. The class meetings will be held face to face. Participation in class exercises and quizzes, individual assignments, group report and presentation will be part of the grading. 				
Course Learning Outcomes	1	Write effective business messages			
	2	Use appropriate language in business communication			
	3	Use digital, social, and visual media in business communication			
	4	Develop and deliver effective business presentations			
	5	Write clear and attractive resumes and cover letters			
	6	Write well-organized business reports			
	7	Use artificial intelligence effectively and ethically for business communication			
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	PO 1.	Graduates are equipped with up-to-date conceptual and applied knowledge of their field of study			
	PO 4.	Graduates write and speak fluently in English			
	PO 5.	Graduates are computer literate, can effectively use word processing, spreadsheet, and data management software			
	PO 6.	Graduates are ethically aware, know how business decisions affect those not directly involved in making of these decisions			
	PO 7.	Graduates are knowledgeable about laws, rules, and moral codes that apply to their field of work			
	PO 8.	Graduates are open-minded, willing to fight discrimination of all kinds in workplaces and business environment			
PO 9.	Graduates are knowledgeable about fundamental environmental and social issues				
Contribution of the Course to Field Instruction	This course aims at developing professional communication skills necessary for business majors as they enter the business world.				

Topics Covered in the Course	1. Week	Introduction
	2. Week	Understanding the foundations of business communication
	3. Week	Writing business messages: Applying the three-step writing process
	4. Week	Writing reports and proposals
	5. Week	Writing reports and proposals (continued)
	6. Week	Digital, social and visual media
	7. Week	Writing brief messages
	8. Week	Midterm Week
	9. Week	<i>Report work plan feedback session</i>
	10. Week	Developing and delivering business presentations
	11. Week	Writing resumes
	12. Week	Applying and interviewing for employment
	13. Week	Project Presentations
	14. Week	Project Presentations
	15. Week	No class – January 1 st

Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms		%
	Quizzes/Exercises	5	%10
	Assignments	4	%20
	Attendance		%
	Group Presentation	1	%10
	Group Workplan	1	%10
	Group Project	1	%20
	Final examination	1	%30
	Total		100%

Disability Policy	<p>If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Business School AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.</p>
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