

Antalya Bilim University
Department of Business Administration,
BUSI 214 Business Communication

Class time & Place:

Office hours:

Objective of the Course

Regardless of the type of your profession, the ability to communicate will always be an important skill and companies expect good communication abilities. The main objectives of this course are to communicate the students the fundamental principles of business communication and to offer an opportunity to develop students' communication skills. Students will find out how business communication differs from personal and social communication and observe how companies use different kinds of social media and technology in communication. The course includes topics such as communicating effectively in teams, communication challenges in global marketplace, planning business messages, writing business messages, digital media and so on. In addition, students will improve their presentation skills and deliver a presentation which will adapt them to communicate their messages to a group leading to better business communication skills.

Course Book

Bovee, C. L. and Thill, J. V. (2018). Business Communication Today, Global Edition, 14th Edition, Pearson.

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. You are expected to be sensitive in this issue.

Assessment Criteria*

The final grade of the course will be based on the following weights:

Midterm exam	30
Final exam	40
Other activities (presentation, attendance, participation etc.)	30
Total	100

* The weights and content of the assessment may be updated due to the COVID-19 pandemic.

Activities

There will be class meetings every week mostly including lectures. Additionally, it is highly recommended that students participate in discussions. In the first seven weeks of the course, main topics will be covered in the lectures followed by the midterm exam. After the midterm exam, the remaining important issues will be delivered to the students. There will be student presentations which will start around week 4 in accordance with the latest situation of COVID-19 pandemic. The details for student presentations will be shared in upcoming weeks.

Course Schedule*

The planned schedule of the course is as follows:

Week 1	Introduction
Week 2	Professional Communication in a Digital, Social, Mobile World
Week 3	Collaboration, Interpersonal Communication, and Business Etiquette
Week 4	Communication Challenges in a Diverse, Global Marketplace / Student Presentations
Week 5	Planning Business Messages / Student Presentations

Week 6	Writing Business Messages / Student Presentations
Week 7	Completing Business Messages / Student Presentations
Week 8	Midterm Exam
Week 9	Digital, Social and Visual Media / Student Presentations
Week 10	Developing and Delivering Business Presentations / Student Presentations
Week 11	Brief Messages / Student Presentations
Week 12	Reports and Proposals / Student Presentations
Week 13	Building Careers and Writing Resumes / Student Presentations
Week 14	Applying and Interviewing for Employment / Student Presentations
Week 15	Final Exam

* The content and topics of the schedule may be updated due to the COVID-19 pandemic.