**[Syllabus for ING103G Business](http://faculty.clinton.edu/faculty/Dave.Swarts/BUS213/default.htm) Communications – Spring 2012**

**Instructor:** Gülru Baykan Arslan

**E-mail address:** gulrub@yahoo.com

**Contact Hours:**

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| --- | --- | --- | --- |
|  | Tuesday | Wednesday | Thursday |
| 08:30 – 11:30 |  |  | MKB D458  ING103G |
| 09:30 – 12:30 | ISB D505  ING201 |  |  |
| 13:30 – 16:30 | ISB F133  ING201 | MKB D460  ING103G | MKB D450  ING103G |

**I. Course Description**

This course focuses on giving students an introduction to the language of business and the basic functions of business activities. It is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program.

Most pertinently, students will learn the basics of written and oral business communication after a brief introduction to the world of business communication. Written language studies will focus on composing CVs, application letters, meeting minutes, business letters, short and long reports. Oral language skills will be advanced through the application of contemporary business functions into class work. These studies will include presentations, meetings, job interviews and negotiations.

Students will actively learn primary basic business English vocabulary in order to be able to communicate in the workplace & marketplace. They will become passively familiar with secondary business English vocabulary in order to be able to access original journals, articles and the Internet, and to be able to follow business English conversations.

**II. Course Objectives**

By the end of this course, students should be able to:

Write and present a marketing plan for a product,

Write effective and concise letters and memos,

Prepare informal and formal reports,

Proofread and edit copies of business correspondence,

Complete an accurate resume and cover letter,

Complete business interviews successfully,

Plan, conduct, successfully participate in meetings and compile minutes

Use e-mail effectively and efficiently,

Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and

Utilize electronic presentation software.

**III. Required Course Material**

There is a compiled material to be collected from the Makina Faculty’s Photocopy Room under the name “ING103G Gülru Baykan Arslan” notes.

**IV. Methods of Instruction**

The instructor may use case studies, lectures, questions and exercises from the textbook, videos, recent technological changes in the communication process, current events, Power Point presentations, and student experiences and responses.

PLEASE NOTE;  Students are advised to **keep an open mind** during all class sessions since some of the material presented in this course is not necessarily "black and white."  Events, people, locations, and circumstances vary throughout the communication world and, frequently, techniques and solutions to challenges are not unique and similar.

**V. Attendance Procedure**

Punctuality and regular attendance in classes is of prime importance for successful completion of this course, just as the same punctuality and attendance is important in the business world. Students will be expected to arrive for class on time and to remain in class until the end of the class session. Unless a different method is announced, the class lasts for 3 hours including 2 breaks not exceeding a total of 20 minutes. Attendance is taken at the beginning of each session, so breaks cannot be extended.

Maximum amount of allowance for absenteeism is 9 hours. You will be withdrawn from class after you miss 10 sessions.

**Note:** If you miss a class, it is **your** responsibility to e-mail your class mates, your instructor, or visit your instructor during her teaching hours to find out what was covered in class and to find out your assignments for the following class. You also need to state how you will make up the missed work. If no contact is made, late assignments will **not** be accepted.

I**f you are in class, you are expected to submit your homework or assignment at the beginning of the class period.  If you are not in class, you must e-mail your homework, assignments on the same day of class.**

**VI. Methods of Evaluation**

Assignments, to be completed as homework or in class, should not contain errors in spelling, punctuation, style, etc. Dictionaries, spellcheckers, and other methods of checking and proofreading are encouraged. Incorrect assignments may be returned to be rewritten. All assignments submitted must be keyboarded. Due dates of assignments will be announced in advance and may be found on the schedule that follows.  (Please keep this schedule handy and refer to it often!)

Grading criteria for each assignment will be announced by the instructor as it is presented in class.

All assignments that contain errors will be returned. And they will have to be corrected and resubmitted**.** Grades on resubmitted items will be averaged for a final grade. A revision is required in **all** cases. (These are usually redone several times--for your benefit.)

Please note:  **If you plagiarize, you will receive a** **ZERO!**  Information will be presented in class as to what constitutes plagiarism.

**The College's Policy on Writing.** In all courses, student's written work is evaluated for effectiveness, as well as content. The writing must express ideas clearly, logically, and maturely, using standard English sentence structure, grammar, and spelling.

**Academic Integrity.** All students are expected to behave with academic honesty. It is not academically honest to misrepresent another person's work as your own, to take credit for someone else's words or ideas, to accept help on a test or assignment when you are expected to work independently, to obtain advanced information on confidential test materials, or to act in a way that might harm another student's chance for academic success.

**Cell Phones.**  Please turn off cell phones during class. Students are not allowed to leave class to take phone calls. In case of leaving class, you are not allowed to return until break time. Students are reminded that they should not disrupt or obstruct teaching and learning.

**Assignments**

|  |  |
| --- | --- |
| Marketing Report – draft | **10%** |
| Marketing Presentation – draft |
| Marketing Report |
| Marketing Presentation |
| Analytical Report | **10%** |
| Informative Report |
| Job Offer, Cover Letter, CV | **10%** |
| Meeting Agenda, Script, Minutes | **5%** |
| Business Letter | **5%** |
| Presentation II | **5%** |
| Midterm | **15%** |
| Final | **40%** |

**Grading Scale**

90 - 100   AA   
83 - 89     BA   
76 - 82     BB   
69 - 75     CB   
62 - 68     CC    
56 - 61     DC   
50 - 55     DD   
 0 - 49     FF

**VII. Course Outline**

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| --- | --- |
| Week 1  8-9 February | Introduction to the course  Business Communication  Effective Presentations |
| Week 2  15-16 February | Marketing Management |
| Week 3  22-23 February | Marketing Management |
| Week 4  29 February-1 March | Writing Business Documents – Business Reports |
| Week 5  7-8 March | Writing Business Documents – Business Reports |
| Week 6  14-15 March | Presentations |
| Week 7  21-22 March | Meetings |
| Week 8  28-29 March | Midterm |
| Week 9  4-5 April | Employment Communication |
| Week 10  11-12 April | Employment Communication |
| Week 11  18-19 April | Writing Business Documents – Business Letters |
| Week 12  25-26 April | Writing Business Documents – Business Letters |
| Week13  2-3 May | Presentations II |
| Week 14  9-10 May | Final Exam |

**VIII. Assignment and Exam Schedule**

(Subject to Periodic Changes)

|  |  |
| --- | --- |
| **Subject** | **Due Date** |
| Marketing Report – draft | 22-23 February |
| Marketing Report | 29 February-1 March |
| Marketing Presentation – draft | 7-8 March |
| Marketing Presentation and print of Presentation Handout | 14-15 March |
| Analytical Report | 14-15 March |
| Informative Report |
| Midterm | 28-29 March |
| Meeting Agenda, Script, Minutes | 4-5 April |
| Job Offer, Cover Letter, CV | 18-19 April |
| Business Letter | 2-3 May |
| Presentation II and print of Presentation Handout | 2-3 May |
| Final Exam | 9-10 May |