

# TOROS ÜNİVERSİTESİ

Faculty Of Engineering  
Industrial Engineering (English)

## Course Information

BUSINESS SPEECH & COMMUNICATION					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
INE351	Fall	3	0	3	3

<b>Prerequisites and co-requisites</b>	None
<b>Language of instruction</b>	English
<b>Type</b>	Elective
<b>Level of Course</b>	Bachelor's
<b>Lecturer</b>	
<b>Mode of Delivery</b>	Face to Face
<b>Suggested Subject</b>	None
<b>Professional practise ( internship )</b>	None
<b>Objectives of the Course</b>	To make students learn about communication to teach types and models of communication (written verbal, nonverbal) to teach needs to be done to have healthy and effective communication in everyday life.
<b>Contents of the Course</b>	Units of Communication and Its Importance: Why do we communicate?/Components and Types of Communication/Non-Verbal Communication (Body Language, Emblematic Communication)/Written Communication and Verbal Communication/Artistic Communication, Media Communication, Visual Communication Human Being and Communication/Effective Communication, Barriers to Interpersonal Communication/Household Communication, School and Communication, Communication in Working Life/Concept of Persuasion and Persuasive Communication/Mass Media and Socio-Cultural Communication/Communication Technologies and Means/Organizational Communication – Public Relations/Individual Communication and Conflict

## Learning Outcomes of Course

#	Learning Outcomes
1	To make students learn about communication
2	To teach students types and models of communication (written verbal, nonverbal) to teach needs to be done to have healthy communication in everyday life
3	To make students conscious and knowledgeable about right express themselves, listening, right perception and interpretation
4	To make students conscious and knowledgeable communication problems and solutions
5	To provide students the knowledge and skills to establish healthy communication

## Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Concept of Communication and Its Importance: Why do we communicate?	Lecturing
2	Components and Types of Communication.	Lecturing
3	Non-Verbal Communication ( Body Language, Emblematic Communication)	Lecturing
4	Written Communication and Verbal Communication.	Lecturing
5	Artistic Communication, Media Communication, Visual Communication	Lecturing

6	Effective Communication, Barriers to Interpersonal Communication	Lecturing
7	Effective speaking methods-Body language	Lecturing
8	Mid-Term Exam	Examing
9	Hearing and listening, right perception and interpretation, empathy and sympathy	Lecturing
10	To enable students to express themselves truly in job interviews and to use impressive and comprehensible expressions in writing a petition.	Lecturing
11	Household Communication, School and Communication, Communication in Working Life	Lecturing
12	Mass Communication and Socio-Cultural Communication	Lecturing
13	Communication Technologies and Means	Lecturing
14	Organizational Communication – Public Relations	Lecturing
15	Individual Communication and Conflict	Lecturing
16	Final Exam	Examing

## Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	"İletişim ve Halkla İlişkiler" Prof.Dr.İlker Bıçakçı, MadiaCat Yayınevi, İstanbul		
2	İletişim, Genel ve Teknik İletişim Ders Kitapları, İletişim ve Beden Dili Görselleri ile Sunumları, Örnek Olaylar, İletişim konusunda başarılı kişilerin, sanatçıların vb. görüntüleri.		

## Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

## Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	To make students learn about communication	5	1,2
2	To teach students types and models of communication (written verbal, nonverbal) to teach needs to be done to have healthy communication in everyday life	6	1,2
3	To make students conscious and knowledgeable about right express themselves, listening, right perception and interpretation	6	1,2
4	To make students conscious and knowledgeable communication problems and solutions	12	1,2
5	To provide students the knowledge and skills to establish healthy communication	6	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

## Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	0	0	0
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0

7	Preparation for Midterm Exam	0	0	0
8	Midterm Exam	1	1	1
9	Quiz	0	0	0
10	Homework	0	0	0
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	4	4
16	Final Exam	1	1	1
				<b>90</b>