

International Trade and Logistics / International Trade and Logistics /						
Course Code	Course Name	Teorical	Practice	Laboratory	Credits	ECTS
UTL207	COMMERCIAL COMMUNICATION	3.00	0.00	0.00	3.00	4.00
Course Detail						
Course Language	: Turkish					
Qualification Degree	: Bachelor					
Course Type	: Compulsory					
Preconditions	: Not					
Objectives of the Course	: Teaching business communication tools, teamwork and the importance of communication					
Course Contents	: Communication and Written Communication, Writing Rules, Reporting Rules, Correspondence Techniques and Types, Organizational Correspondence and Business Letters, Reports, Report Writing Techniques, Form and Content of Reports, Various Correspondence Sample Applications.					
Recommended or Required Reading	: Örnekleriyle Mesleki Yazışma ve Rapor Hazırlama Teknikleri, Hasan TUTAR ve Ferit AYYILDIZ, Seçkin Yayıncılık, Ankara, 2007.on Cihazı • Araştırma Teknikleri ve Rapor Hazırlama, Rauf ARIKAN, Asil Yayın Dağıtım, 2008.					
Planned Learning Activities and Teaching Methods	: 1. Case Study Studies • Activity: Students are given a real or fictional situation related to business communication (e.g., customer complaint process, job interview, crisis management). • Objective: To develop students' problem solving, critical thinking, and communication skills. • Method: Group work and class discussion. 2. Presentation and Report Preparation • Activity: Students conduct research, prepare a report, and give a presentation on a designated topic (e.g., corporate correspondence, business e-mail etiquette, customer relations). • Objective: To strengthen written and oral expression skills in business communication. • Method: Individual or group presentation, teacher-guided discussion. 3. Business Correspondence Practices • Activity: Students practice preparing different types of correspondence used in the business world (formal e-mail, offer letter, order letter, thank-you letter, etc.). • Objective: To develop effective and professional written communication skills in the business world. • Method: Applied writing exercises and teacher feedback.					
Recommended Optional Programme Components	: Reading Books and Articles: It's important for students to keep up with basic and current resources in the field of communication to reinforce their understanding of the course. Keeping Up with Current Events: It would be beneficial to incorporate current examples of commercial communication (company press releases, customer relations, crisis communication) into course discussions. Teamwork: Because team harmony is crucial in commercial communication, collaboration and shared decision-making should be experienced through group projects.					
Course Instructors	: Doç. Dr. Volkan Han					
Instructor's Assistants	: Araştırma Görevlisi Dr. Alper Aykut EKİNCİ					
Presentation Of Course	: The course is based on a combination of theoretical knowledge and practical application. First, communication concepts, theoretical frameworks, and business communication principles will be introduced. Students will then participate in practical activities, including case studies, business correspondence examples, report preparation, and presentations. Active participation in class discussions will be encouraged, and the goal will be to develop communication skills through real-life examples.					
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Course Outcomes
Upon the completion of this course a student :
1 have a basic knowledge in the field of Business Communication
2 have knowledge about Communication and Written Communication, Writing Rules, Reporting Rule
3 have knowledge about Reports, Report Writing Techniques, Form and Content Direction of Reports

Preconditions						
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Weekly Contents						
	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1.Week	*Communication and Written Communication	*Communication and Written Communication	*lecture	*Reading material	*Communication and Written Communication	Ö.Ç.1 Ö.Ç.1 Ö.Ç.1 Ö.Ç.1 Ö.Ç.1
2.Week	*Spelling Rules	*Spelling Rules	*Spelling Rules	*Reading material	*lecture	Ö.Ç.1 Ö.Ç.2 Ö.Ç.1 Ö.Ç.2 Ö.Ç.1 Ö.Ç.2 Ö.Ç.1 Ö.Ç.2 Ö.Ç.1 Ö.Ç.2

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	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
3.Week	*Reporting Rules	*Reporting Rules	*Reporting Rules	*group work assignment	*Narration-Presentation	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
4.Week	*Reporting Rules	*Reporting Rules	*Reporting Rules	*group work assignment	*Narration-Presentation	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
5.Week	*Correspondence Techniques and Types	*Correspondence Techniques and Types	*Correspondence Techniques and Types	*Reading material	*Description and example	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
6.Week	*Correspondence Techniques and Types	*Correspondence Techniques and Types	*Correspondence Techniques and Types	*Reading material	*Description and example	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
7.Week	*Organizational Correspondence and Business LettersOrganizational Correspondence and Business Letters	*Organizational Correspondence and Business Letters	*Organizational Correspondence and Business Letters	*reading	*Organizational Correspondence and Business Letters	Ö.Ç.1 Ö.Ç.1 Ö.Ç.1 Ö.Ç.1
8.Week	*Midterm Exam	*Midterm Exam	*Midterm Exam	*Midterm Exam	*Midterm Exam	
9.Week	*Report Writing Techniques	*Report Writing Techniques	*Report Writing Techniques	*Reading-preparing presentations	*Report Writing Techniques	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
10.Week	*Report Writing Techniques	*Report Writing Techniques	*Report Writing Techniques	*Reading-preparing presentations	*Report Writing Techniques	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
11.Week	*Report Writing Techniques	*Report Writing Techniques	*Report Writing Techniques	*Reading-preparing presentations	*Report Writing Techniques	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
12.Week	*Various Correspondence Sample Applications	*Various Correspondence Sample Applications	*Various Correspondence Sample Applications	*group work assignment	*Narration-student presentations	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
13.Week	*Various Correspondence Sample Applications	*Various Correspondence Sample Applications	*Various Correspondence Sample Applications	*group work assignment	*Narration-student presentations	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
14.Week	*Various Correspondence Sample Applications	*Various Correspondence Sample Applications	*Various Correspondence Sample Applications	*group work assignment	*Narration-student presentations	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
15.Week	*Various Correspondence Sample Applications	*Various Correspondence Sample Applications	*Various Correspondence Sample Applications	*group work assignment	*Narration-student presentations	Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3 Ö.Ç.1 Ö.Ç.2 Ö.Ç.3
16.Week	*Final	*Final	*Final	*Final	*Final	

Assesment Methods %
1 Ara Sınav : 40.000
3 Final : 60.000

ECTS Workload			
Activities	Count	Time(Hour)	Sum of Workload
Vize	1	1.00	1.00
Ödev	4	4.00	16.00
Final	1	1.00	1.00
Derse Katılım	3	1.00	3.00
Ders Öncesi Bireysel Çalışma	6	3.00	18.00
Ders Sonrası Bireysel Çalışma	5	2.00	10.00
Uygulama / Pratik Sonrası Bireysel Çalışma	2	2.00	4.00
Ara Sınav Hazırlık	1	6.00	6.00
Final Sınavı Hazırlık	1	8.00	8.00
Ev Ödevi	5	3.00	15.00
Araştırma Sunumu	2	2.00	4.00
Teorik Ders Anlatım	15	3.00	45.00
Total :			131.00
Sum of Workload / 30 (Hour) :			4
ECTS :			4.00

Program And OutcomeRelation															
	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1	4	4	4	4	3	5	4	5	4	4	4	4	4	4	4
L.O. 2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
L.O. 3	5	5	5	5	5	5	5	5	4	3	3	4	5	5	5
Avarage	4.67	4.67	4.67	4.67	4.33	5.00	4.67	5.00	4.33	4.00	4.00	4.33	4.67	4.67	4.67

BEWARE OF PLAGIARISM! Please pay attention to proper academic citation rules and avoid plagiarism, an unethical and academically fraudulent behavior, when completing reports, assignments, or other academic works, and it is treated with the same disciplinary action as cheating in a classroom setting. It is imperative to refrain from presenting another person s ideas, language, expressions, or any other form of intellectual property as your own. Regardless of quality, your assignments/projects/research should reflect your original work. Perfection is not a requirement, and in case of any uncertainties regarding academic writing guidelines, you may seek clarification from your course instructor.

Engel Durumu/Uyarlama Talebi : Engel durumuna ilişkin herhangi bir uyarlama talebinde bulunmak isteyen öğrenciler, dersin öğretim elemanı ya da Nevsehir Engelli Öğrenci Birimi ile en kısa sürede iletişime geçmelidir.