

**ÇAĞ UNIVERSITY**  
**FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

Code	Course Title	National Credit	ECTS	
FLE 403	Professional Writing and Public Speaking	(3-0) 3	6	
<b>Prerequisites &amp; Co-requisites</b>		None		
<b>Language of Instruction</b>		English	<b>Mode of Delivery</b>	
			Face to face	
<b>Type and Level of Course</b>				
<b>Lecturers</b>	Bertan KAYNATMA	<b>Lecture Hours</b>	<b>Office Hours</b>	
<b>Course Coordinator</b>		Tues: 9:40 – 12:30	Wed: 1:30-3:30	
<b>Contact</b>	bkaynatma@gmail.com			
<b>Course Objective</b>	<b>Gain proficiency in formatting and scripting professional business and academic documents, and develop comfort level in public speaking.</b>			
<b>Learning Outcomes of the Course</b>	Students who have completed the course successfully should be able to		<b>Relationship</b>	
			Prog. Output	
			<b>Net Effect</b>	
	1	Create professionally formatted documents for various business communications	3	4
	2	Accurately understand your communication audience and the appropriate style for business communications	3-5-7	4
	3	Use advanced punctuation and the most common organizational patterns and methods of development	5	5
	4	Correctly format and cite sources for academic papers	4-5	4-5
	5	Be comfortable in speaking to an audience	3	4
	6	Give a persuasive presentation	3-4	4
7	Effectively communicate across different cultures	3-7	4	
8	Write more clearly and concisely	5	5	
<b>Course Description: An overview of the main communication types and strategies used in common business and academic settings, ranging from simple correspondence, to pspeech writing and oral presentations.</b>				
<b>Course Contents:( Weekly Lecture Plan )</b>				
Weeks	Topics	Preparation	Learning Activities & Teaching Methods	
1	Introduction, Syllabus	----	Presentation & Discussion	
2	Importance of Effective Writing and Speaking and the 5 Steps to Successful Writing	Lecture notes Locker text Ch. 1	Presentation & Discussion Lecture Q&A	
3	Audience Analysis	Article Assignment Presentation Locker text Ch. 2 Beebe text Ch. 5	Presentation & Discussion Lecture Q&A	
4	Business Style and Letters	Locker text Appendix A	Presentation & Discussion Lecture Q&A Writing Activity	
5	Advanced punctuation and Methods of Development	Lecture notes	Presentation & Discussion Lecture Q&A Writing Activity	
6	Academic Citation	Lecture notes	Presentation & Discussion Lecture Q&A Writing Activity	
7	Using PowerPoint effectively	Locket text Ch. 19 Beebe text Ch. 14 Lecture notes	Presentation & Discussion Lecture Q&A	
8	Public Speaking Introduction	Beebe text Ch. 1 Lecture notes	Presentation & Discussion Lecture Q&A Writing Activity: Def. and Indef. Articles	
9	Topic Selection, Organizing Methods of Development, and Outlining	Beebe text Ch. 8 & 11 Lecture notes	Presentation & Discussion Lecture Q&A	
10	Effective Introductions and Conclusions	Beebe text Ch. 9 &10 Lecture notes	Presentation & Discussion Lecture Q&A	
11	Elements of Persuasion: Theories and Strategies	Locker text Ch. 11 Beebe text Ch. 16-17 Topic Selection	Presentation & Discussion Lecture Q&A Practice	

		Assignment	
12	Delivery: Body language and using voice effectively	Beebe Text Ch. 13 Lecture notes	<b>Presentation &amp; Discussion Lecture Q&amp;A Practice</b>
13	Persuasive Presentations	Locker text Ch. 11 Beebe text Ch. 16-17 Full outline Assignment	<b>Practice</b>
14	Final Review	----	<b>Practice</b>
<b>REFERENCES</b>			
<b>Textbook</b>	Locker, K., & Kaczmarek, S. (2014). <i>Business communication</i> (1st ed.). New York, NY: McGraw-Hill Irwin. Beebe, S., & Beebe, S. (2013). <i>Public Speaking Handbook</i> (1st ed.). New York: Pearson.		
<b>Recommended Reading</b>	<b>Related Articles</b>		
<b>Material Sharing</b>			
<b>ASSESSMENT METHODS &amp; CRITERIA</b>			
<b>Activities</b>	<b>Number</b>	<b>Effect</b>	<b>Notes</b>
Midterm Exam	1	35%	
Quizzes / Assignments		15%	
<i>Effect of The Activities</i>			
Effect of The Final Exam	1	50%	
<b>ECTS TABLE</b>			
<b>Contents</b>	<b>Number</b>	<b>Hours</b>	<b>Total</b>
Hours in Classroom (Face-to-face)	14	3	42
Hours out Classroom	14	4	56
Assignments	3	18	18
Midterm Exam	1	22	22
Final Presentation	1	34	34
		<b>Total</b>	<b>172</b>
		<b>Total / 30</b>	<b>=172/30=5.73</b>
		<b>ECTS Credit</b>	<b>6</b>

