

SYLLABUS

Faculty of Economics and Administrative Sciences
Department of International Business and Management

Course Code	Course Title		Credits	ECTS Value
OSD 139	COMMUNICATION SKILLS		(2-0-2)	3
Prerequisite Courses:	NONE			
Course Language:	TURKISH	Course Delivery Mode:	ONLINE	
Course Type and Level:	Elective/First year Fall Semester / Undergraduate			
Instructor's Title, Name, and Surname		Course Hours	Office Hours	Contact
Lect. Hülya CEYLAN				hceylan@cag.edu.tr
Course Coordinator:				
Course Objectives: The goal is to help students become aware of their own communication styles and their strengths and areas for improvement. Furthermore, the effective communication skills they acquire will enhance their personal and organizational success. The course also aims to develop students' thinking, analysis, and discussion skills in the field of communication.				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relations	
			Program Outcomes	Net Contribution
	1	Define the concept of communication and explain the types of communication.	1, 2, 6	5, 5, 5
	2	Discuss the communication process and its elements, and use them effectively.	1, 5, 6,	5, 5, 5
	3	Identify and illustrate the elements that hinder communication.	1, 6	5,5
	4	Use physical communication elements effectively.	1, 6	5, 5
	5	Acquire effective listening skills.	1, 5, 8	4,3,3
	6	Create behavioral change through communication.	1,2, 3, 5, 6, 7, 8	5,4, 5, 5, 5,5,5
Course Content:				
Course Schedule (Weekly Plan)				
Week	Topic	Preparation	Teaching Methods and Techniques	
1	People and Communication	Lecture Notes & Slides	Classroom information sharing on the importance of communication for humans	
2	What is Communication?	Lecture Notes & Slides		
3	The Journey of Communication	Lecture Notes & Slides	What can you say about the concept of communication? Where would humanity be today if it hadn't	

			developed such a skill?
4	The Communication Process and Its Elements	Lecture Notes & Slides	A concept map related to communication is created. Questions and answers regarding the process and its elements, and a visual presentation.
5	The Communication Process and Its Elements	Lecture Notes & Slides	Questions and answers regarding the process and its elements, and a visual presentation.
6	The Process of Communication and Related Concepts	Lecture Notes & Slides	A concept map related to communication is created. Reminders about concepts, a visual presentation.
7	Types of Communication	Students are asked to explain their most preferred communication style and why in a few sentences. Lecture Notes & Slides	Communication types are classified and discussed and summarized in class, along with their similarities and differences.
8	Midterm Exam		
9	Midterm Exam		
10	Types of Communication	Lecture Notes & Slides	Communication types are classified and discussed and summarized in class, along with their similarities and differences.
11	Communication Barriers	Students are asked to share a communication incident that left a lasting impression on them. Lecture Notes & Slides	Communication barriers are illustrated with real-life examples and are discussed in the form of presentation, discussion, and summary.
12	Perception	To understand their awareness of perception, we gather information about the same situation. Lecture Notes & Slides	Discussion of how the same situation is perceived from different perspectives using different visuals, presentation, and summary.
13	Effective Listening	Students are asked about their prior knowledge of listening, and this information is shared within the class. Lecture Notes & Slides	The act of listening is studied through presentation, visuals and narration.
14	Prejudice	The class is asked to share in writing the prejudices they hold but	The subject of prejudice is studied through presentation, visuals

		wish they didn't.	and narration.
15	Communication Levels	Lecture Notes & Slides	Presentation, narration, and information sharing
16	Overall Assessment	Lecture Notes & Slides	Exploring the importance and stages of the communication process in our lives through mutual exchange of information
17	Final Exam		
18	Final Exam		

Course Resources

Textbook:	The material to be used will be compiled from various sources by the instructor in charge of the course and will be shared with the students online.
Recommended References:	“İletişim Becerileri”, Kollektif, Alter Yayınları, 2015. “İletişim Becerileri”, Prof.Dr.Demet Gürüz, Doç.Dr.Ayşen Temel Eğinli, Nobel Yayınları. “İletişim Donanımları”, Doğan Cüceloğlu, Remzi Kitapevi, 2002. “İnsan İnsana”, Doğan Cüceloğlu, Kronik kitap, 2021.

Course Assessment and Evaluation

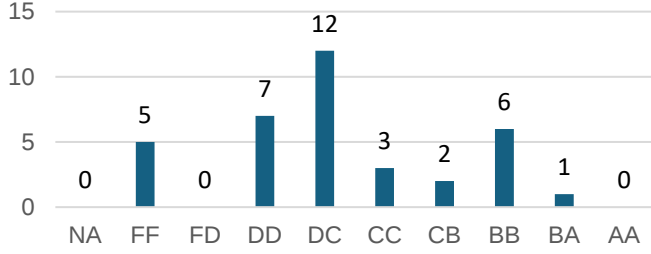
Activities	Number	Percentile	Notes
Midterm Exam	1	%40	Written Exam
Project			
Assignment			
Presentation			
Portfolio			
Final	1	%60	Written Exam

ECTS Table

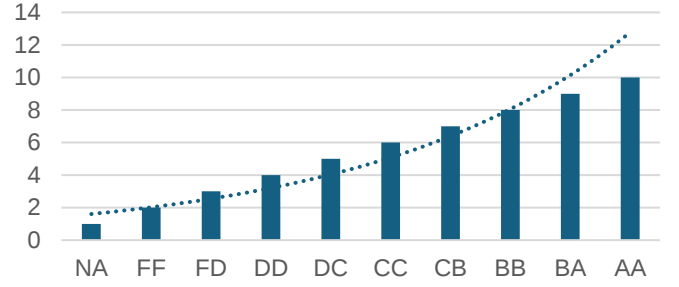
Content	Number	Hours	Total
Course Duration	14	2	28
Out-of-Class Study	14	2	28
Assignment			
Presentation			
Project			
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	15	15
Final Exam (Final Exam Duration + Final Exam Preparation)	1	19	19
Total:			90/30=3.0=3
Total / 30:			3
ECTS Credit:			3

Past Term Achievements

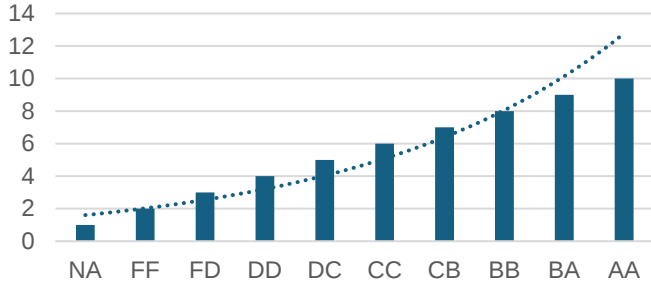
2024-2025 Fall Semester
OSD 139 Communication Skills



2024-2025 Spring Semester
Course Code and Name



2025-2026 Fall Semester
Course Code and Name



2025-2026 Spring Semester
Course Code and Name

