



**YAŞAR UNIVERSITY**  
**FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**  
**DEPARTMENT OF INTERNATIONAL LOGISTICS MANAGEMENT**  
**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Yaşar Credit	ECTS
			Theory	Practice		
Business Writing in Logistics	LOGI 372	1	3	0	-	5
<b>Course Type</b>						
1. Compulsory Courses						
1.1. Programme Compulsory Courses						
1.2. University Compulsory Courses (UFND)						
1.3. YÖK (Higher Education Council) Compulsory Courses						
2. Elective Courses						
2.1. Program Elective Courses						
2.2. University Elective Courses						

<b>Language of Instruction</b>	English
<b>Level of Course</b>	Undergraduate Degree (Second Cycle)
<b>Prerequisites Course(s) (compulsory)</b>	N/A
<b>Special Pre-Conditions of the Course (recommended)</b>	N/A

<b>Course Coordinator</b>	Prof. Dr. Ömer Baybars Tek	Mail: omer.tek@yasar.edu.tr
<b>Course Instructor(s)</b>	Prof. Dr. Ömer Baybars Tek	Mail: omer.tek@yasar.edu.tr
<b>Course Assistant(s)/Tutor (s)</b>		
<b>Aim(s) of the Course</b>	<ul style="list-style-type: none"><li>To give students an appreciation for the importance of effective communication in logistics business.</li><li>To help students understand how business writing and the messages it conveys are the products of a process that begins with critical thinking.</li><li>To improve students' writing skills, including expression issues related to language use, style, tone, grammar, punctuation, and organization.</li><li>To assist students in making decisions about document preparation, including format, layout, and design.</li></ul>	
<b>Learning Outcomes of the Course</b>	The students who succeeded in this course; <ul style="list-style-type: none"><li>Will be able to make choices about the most effective and efficient way to communicate and deliver messages</li><li>Will be able to write logistics documents that are grammatically correct and use appropriate business style</li><li>Will be able to write natural and clear sentences, as well as composing business letters to help increase job skills and</li></ul>	

	<p>communication</p> <ul style="list-style-type: none"> <li>• Will be able to use communication technology appropriately and effectively</li> <li>• Will be able to understand the importance of business writings in logistics</li> <li>• will be able to write formal business letter</li> <li>• will be able to develop logistics business messages</li> <li>• will be able to understand physical formats of letters</li> <li>• will be able to understand monetary transfer correspondence</li> <li>• will be able to understand reactive and proactive correspondence</li> <li>• will be able to understand the stages in text writing</li> </ul>
<b>Course Content</b>	Developing business messages in logistics, formal letters, memory notes and other short messages, reports and proposals, messages for workers and applicants, correspondence technologies, physical formats of letters, special adaptation of writing formats to the person or institution, principles of letter style, investigation and turning back, monetary transfer writings, credit and receipt letters, proactive and reactive correspondence, grammar in communication correspondence, care and accuracy in word choosing and using, stages in text development, feedback, feedforward, importance of analyzing the situation before writing a message

<b>COURSE OUTLINE/SCHEDULE (Weekly)</b>			
<b>Week</b>	<b>Topics</b>	<b>Preliminary Preparation</b>	<b>Methodology and Implementation (theory,practice, assignment etc)</b>
1	Understanding the Foundations of Communication in Logistics	Lecturer notes	Lecture and Discussion
2	The Basics of Correspondence: Memos and Letters	Alred, Chapter 1, "The Writing Process."	Lecture and Discussion
3	Methods for organizing thoughts	Lecturer notes	Lecture and Discussion
4	Important rules in International English	Lecturer notes	Lecture and Discussion
5	Metric system	Lecturer notes	Lecture and Discussion
6	Document preparation	Lecturer notes	Lecture and Discussion
7	Ethical dimensions of business writing	Lecturer notes	Lecture and Discussion
8	Persuasive writing	O'Rourke, Chapter 6, "Persuasion."	Lecture and Discussion
9	Mid-Term Exam		
10	Writing techniques	Lecturer notes	Lecture and Discussion
11	The Principles of Plain English	-O'Rourke, Chapter 5, "Writing." -Alred, Chapter 6, "Correspondence."	Lecture and Discussion
12	Compact, Informal, and Organized Writing	Alred, Chapter 4, "Formal Reports."	Lecture and Discussion
13	How Culture Affects Communication	O'Rourke, Chapter 10, "Intercultural Communication."	Lecture and Discussion
14	Chartering negotiations and correspondence in maritime business	Lecturer notes	Lecture and Discussion
15	Final Exam		

<b>Required Course Material (s) /Reading(s)/Text Book (s)</b>	All course material will be provided in the lessons and lectures. There are no required materials to purchase before taking the class.
<b>Recommended Course Material (s)/Reading(s)/Other</b>	-Articles and other relevant materials provided by the lecturer -Alred, G. J.; Brusaw, C. T.; and Oliu, W. E. The Business Writer's Companion, 7th edition. Boston, MA: Bedford / St. Martin's Press (2014). ISBN-13: 978-1-4576-3299-0. -O'Rourke, J. S., Management Communication: A Case-Analysis Approach, 5th edition. Upper Saddle River, NJ: Prentice Hall (2013). ISBN-13: 978-0-13-267140-8.

<b>ASSESSMENT</b>		
<b>Semester Activities/ Studies</b>	<b>NUMBER</b>	<b>WEIGHT in %</b>
Mid- Term	1	40
Attendance	14	10
Quiz	-	-
Assignment (s)	-	-
Project	-	-
Laboratory	-	-
Field Studies (Technical Visits)	-	-
Presentation/ Seminar	1	10
Practice (Laboratory, Virtual Court, Studio Studies etc.)	-	-
Other (Placement/Internship etc.)		
<b>TOTAL</b>		<b>60</b>
<b>Contribution of Semester Activities/Studies to the Final Grade</b>		60
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>		40
<b>TOTAL</b>	.	<b>100</b>

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES						
No	Programme Outcomes	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	To ascertain how to become a manager in national and international logistics companies.					x
2	To identify various activities of logistics: purchasing, stock management, warehouse and transportation management, sale and distribution, transporting, handling, traffic management, packaging, customer relationship management and reverse flow in supply chain management	x				
3	To explain modes of international transportation including road, sea, air, pipeline and multi-modal transportation systems	x				
4	To distinguish and explain the concepts in supply chain management and logistics	x				
5	To develop efficient logistics and supply chain strategies by using appropriate theory, tools and methods, to design logistics systems and make decisions that will support the mission and goals of business.					x
6	To analyze companies from a managerial point of view					x
7	To evaluate logistics and supply chain management practices critically, identify and analyze problems in logistics processes.					x
8	To create innovative solutions for logistics problems to achieve a higher performance in logistics activities and developing recommendations for performance improvements					x
9	To recognize the main actors, challenges and dynamics of the international logistics					x
10	To identify and distinguish the legal framework of international logistics operations, and assess conformity of logistics operations to the national and international rules and regulations	x				
11	To recognize the importance and the need of adaptation to the rapidly evolving global business environment.				x	
12	To demonstrate effective written and verbal communication skills with people having different organizational cultures and from inside or outside of the organization					x
13	To illustrate leadership skills in teamwork and contributing to the team while recognizing the contribution of teamwork to success					x
14	To examine and adopt to the sophisticated and rapidly changing IT and computer technologies			x		
15	To appraise the appropriateness of data collection, interpretation, application, and announcement of the results with the social, scientific, cultural and ethical values.				x	
16	To appraise the appropriateness of data collection, interpretation, application, and announcement of the results with the occupational safety rules and environmental regulations	x				
17	To recognize the significance of lifelong learning and apply the learning skills that have been developed through this program in other areas of life while attributing ethical values					x

ECTS /STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (14 weeks* total course hours)	14	Week	3	42
Preliminary Preparation and finalizing of course notes, further self- study	14	Week	2	28
Assignment (s)	50	Number	0.20	10
Presentation/ Seminars	50	Number	0.20	10
Quiz and Preparation for the Quiz		Number		
Mid- Term(s)	1	Number	2	2

Project (s)		Number		
Field Studies (Technical Visits, Investigate Visit etc.)		Number		
Practice (Laboratory, Virtual Court, Studio Studies etc.)		Number		
Final Examination/ Final Project/ Dissertation and Preparation	1	Number	30	30
Other (Placement/Internship etc.)		Number		
<b>Total Workload</b>				122
<b>Total Workload/ 25</b>				4.88
<b>ECTS</b>				<b>5</b>

**ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)**

- Last minute excuses for any duty will not be accepted.
- The percentage of grades of those students who have not completed their assignments will be subtracted from the total grade.
- Change of subject of assignments in the last minute will not be accepted.
- If you are not able to attend class on a particular day, you are still responsible for all material covered that day--including all announcements, assignments (and their deadlines), and lecture content. There will be no make-up opportunities for quizzes, in-class exercises, or other assignments--even if you did not attend a particular class.
- Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence and will be dealt in accordance with related regulations.
- Late submissions will not be accepted.
- Students are encouraged, and expected, to contribute in all class discussions - with special emphasis on their experiences with these concepts.
- At least 70% attendance is required for each student.
- Students are responsible for all announcements made in class or posted in Lectures or sent by e-mail.

**ASSESSMENT and EVALUATION METHODS:**

Final Grades will be determined according to the Yaşar University Associate Degree, Bachelor Degree and Graduate Degree Education and Examination Regulation

**PREPARED BY** Prof. Dr. Ömer Baybars Tek

**UPDATED** 30.04.2015

**APPROVED**