



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Social Behavior and Protocol							
Course Code		SYB421		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	128 ( <i>Hours</i> )	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		This course being a model student and other employees on behalf of the Authority to represent the knowledge of the protocol to gain formal situations, in which this information to contact the appropriate place and time as the display and behavior of people and agencies trying to give skills to practice.							
Course Content		The definition and examine the historical development of the protocol, the protocol to implement social behavior, institutions and organizations to implement the protocol, the protocol to implement corporate events, to make personal care, clothing and accessories to choose.							
Work Placement		N							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Prof. Hacı Murat ŞAHİN							

### Prerequisites & Co-requisites

ECTS Requisite	120
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### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Alan ile ilgili tüm kaynaklar
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Week	Weekly Detailed Course Contents	
1	Theoretical	Social Code of Conduct
2	Theoretical	Respect, Etiquette and Courtesy
3	Theoretical	Respect, Etiquette and Courtesy
4	Theoretical	Social Ceremonies and Celebrations
5	Theoretical	Social Ceremonies and Celebrations
6	Theoretical	Visits and Gifts in Social and Corporate Life
7	Theoretical	Visits and Gifts in Social and Corporate Life
8	Intermediate Exam	Midterm
9	Theoretical	Invitations and Banquets
10	Theoretical	Protocol in Public and Institutional Life
11	Theoretical	Protocol in Public and Institutional Life
12	Theoretical	Protocol Activities in Public and Institutional Life
13	Theoretical	Protocol Activities in Public and Institutional Life
14	Theoretical	Corporate Behavior Protocol
15	Final Exam	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	14	0	1	14
Assignment	3	10	3	39
Individual Work	2	10	2	24
Midterm Examination	1	10	1	11



Final Examination	1	11	1	12
Total Workload (Hours)				128
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Will be able to explain the social code of conduct that is expected to be adopted and implemented,
2	Will be able to list the elements and factors that constitute social behavior,
3	Will be able to explain the rules of respect, manners and civility to be followed in business life and social life,
4	Lists the special, social and official visits to be made in social life and will be able to explain the basic principles and rules to be followed in these,
5	Lists the areas and issues to which the protocol is applied and will be able to explain the basic principles and principles in the protocol,

### Programme Outcomes (Sports Management)

1	1. To be able to explain the elements of management and organization and to apply the functions of management in sports organizations
2	2. To be able to understand the interdisciplinary and the multidisciplinary nature of the field of sport management.
3	3. To be able to comprehend the knowledge, skills and values related to the management of the general business areas in addition to sports industry at the top-level.
4	4. To be able to define and explain internal and external factors that shape and influence the sports in our country and the World.
5	5. To be able to comprehend and interpret the technical strategies and the managerial skills of the branch of sports chosen.
6	The skill of creating, applying and interpreting the plans of project and program
7	7. To be able to develop strategies financially for the sports organizations, to evaluate the budgets, the sources of income and the expenses
8	8. To be able to comprehend and interpret how the ethical principles influence the process of financial, marketing and administrative decision-making at the sports organizations
9	9. To be able to know the basic principles and methods of the sports marketing at the national and international level
10	10. To be able to understand the qualitative and quantitative analysis and be able to use them effectively

