



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|------------|--|---|----------------------------------|---|------------|---|
| Course Title | | Personel Development | | | | | | | |
| Course Code | | BYP116 | | Course Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 3 | Workload | 75 (Hours) | Theory | 2 | Practice | 1 | Laboratory | 0 |
| Objectives of the Course | | Recognize the capabilities of one's self and the way and methods, self improvement, hence an individual's job, education and social life to contribute to the development and success of the show | | | | | | | |
| Course Content | | Business environment and the principles of communication, interpersonal communication, behavior patterns, Occupational qualifications, Professional hardware. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Case Study | | | | | |
| Name of Lecturer(s) | | Ins. Dilek SACIHAN | | | | | | | |

Assessment Methods and Criteria

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

Recommended or Required Reading

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| 1 | Sandoval A, Personal Development Lecture Notes |
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| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Basic concepts and opinions regarding personal development |
| 2 | Theoretical | Person and personality formation |
| 3 | Theoretical | Person and personality formation |
| 4 | Theoretical | Self recognition |
| 5 | Theoretical | Self recognition |
| 6 | Theoretical | Individual barriers in front of the development |
| 7 | Theoretical | Blocks in front of the social development |
| 8 | Theoretical | Blocks in front of the social development |
| 9 | Theoretical | Concepts related to personality |
| 10 | Theoretical | Psycho-Analytic Theory (Freud) |
| 11 | Theoretical | Ego Defense Mechanisms |
| 12 | Theoretical | Psycho-Social Development Theory (Erikson) |
| 13 | Theoretical | Psycho-Social Theory Periods |
| 14 | Theoretical | Memory and Memory Processes |
| 15 | Theoretical | Memory Boosting Methods |
| 16 | Final Exam | Final Exam |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 1 | 2 | 42 |
| Lecture - Practice | 14 | 1 | 1 | 28 |
| Midterm Examination | 1 | 1 | 1 | 2 |
| Final Examination | 1 | 2 | 1 | 3 |
| Total Workload (Hours) | | | | 75 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 3 |

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

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|---|--|
| 1 | They will be able to improve the proficiency of the person. |
| 2 | Professional will be able to improve their qualifications. |
| 3 | The target group are working and will be able to use the correct behavior patterns with the staff. |
| 4 | Vocational qualifications will be able to sort. |
| 5 | They will be able to develop professional equipment. |

Programme Outcomes (*Public Relations and Publicity*)

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| 1 | 1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field. |
| 2 | 2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field. |
| 3 | 3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field. |
| 4 | 4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules. |
| 5 | 5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders. |
| 6 | 6. To be competence on computer softwares about the field and on the other communication technologies. |
| 7 | 7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization. |
| 8 | 8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field. |

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

| | L1 | L2 | L3 | L4 | L5 |
|----|----|----|----|----|----|
| P1 | 4 | 4 | 3 | 4 | 3 |
| P2 | 4 | 4 | 4 | 4 | 3 |
| P3 | 4 | 4 | 4 | 4 | 3 |
| P4 | 4 | 4 | 4 | 4 | 4 |
| P5 | 2 | 2 | 2 | 3 | 2 |
| P6 | 2 | 3 | 2 | 3 | 3 |
| P7 | 3 | 4 | 3 | 4 | 4 |
| P8 | 4 | 4 | 3 | 4 | 4 |

