



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Industry Psychology							
Course Code		HIT218		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		In terms of the Psychological perspective, to give information about the working life							
Course Content		In general, the following information will be given: 1. Relationship between Labor and the individual 2. Work Psychology							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), 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

1	Lecturer's Notes
---	------------------

Week	Weekly Detailed Course Contents	
1	Theoretical	Relationship Between Work and the Individual
2	Theoretical	Scientific Developments Related to Working Life
3	Theoretical	Industrial Psychology
4	Theoretical	Opinions Concerning the Concept of Operation
5	Theoretical	The Work in individual life
6	Theoretical	Socializing at Work
7	Theoretical	Individual's Career Development
8	Theoretical	Individual's Career Development
9	Theoretical	The Individual's Satisfaction at Work
10	Theoretical	Employee Satisfaction Results for the Low
11	Theoretical	The individual's Problems at Work
12	Theoretical	Job Monotony
13	Theoretical	Fatigue and Impact of Work Accidents
14	Theoretical	Fatigue and Impact of Work Accidents
15	Theoretical	Operation and Ergonomics

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	2	70
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

1	Understanding to the meaning of work life
2	Understanding the satisfaction of the individual in work life
3	To comprehend the importance of human and work harmony



4	To gain a general idea about the problems that the employee may face in working life
5	By explaining the individual and his / her behavior in working life, to examine the interpersonal and intergroup relations

**Programme Outcomes (Public Relations and Publicity)**

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	3	3	4	4	3
P2	3	3	4	4	3
P3	3	3	4	3	3
P4	4	4	3	3	3
P5	2	2	2	2	2
P6	2	2	2	3	2
P7	3	3	3	3	3
P8	3	2	3	3	4

