



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Behavioral Sciences							
Course Code		HIT105		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The working environment they need people, both colleagues and organizations related to the sensing, communication, learning, motivation, job satisfaction, attitudes, groups, leadership, communication, conflict, stress and time management issues such as intended to acquire the necessary information.							
Course Content		In general, the following information is given: Management Process and Behavioral Sciences Created by Departments of Behavioral Sciences Contemporary Approaches							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Prof. Akan YANIK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	1. BAYSAL, Ayşe Can (2011) "Davranış Bilimleri" AVCIOL Basımevi
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Week	Weekly Detailed Course Contents	
1	Theoretical	Management Process and the Behavioral Sciences
2	Theoretical	Behavioral Sciences. and Related Disciplines
3	Theoretical	Systems that Examined the Behavioral Sciences
4	Theoretical	Contemporary Approaches in the Behavioral Sciences Influences
5	Theoretical	Perception
6	Theoretical	Perception Errors
7	Theoretical	Attribution Process and Errors
8	Intermediate Exam	midterm exam
9	Theoretical	Learning Theories and Types
10	Theoretical	Learning Theories and Types
11	Theoretical	Learning Principles and Strategies
12	Theoretical	Organization, and Personality, Personality Theories
13	Theoretical	Personality Traits Affect Organizational Behavior
14	Theoretical	Types of Motivation and Job Satisfaction
15	Theoretical	Group Types and Group Decision-Making Techniques
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	20	1	21
Final Examination	1	25	1	26
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	1. Resulting changes in the management process to become aware of the historical background,
2	2. The basic concepts of the behavioral sciences are based on learning outcomes.
3	Identify the causes of behaviour
4	Identify the factors that guides to behavior
5	Increasing interpersonal compliance in occupational

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 stakeholders.
6	6. To be competent 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	3	4	3
P2	2	2	2	4	4
P3	3	3	2	4	4
P4	4	4	4	2	2
P5	1	1	2	2	2
P6	3	3	3	3	2
P7	1	1	2	2	3
P8	1	1	2	2	4

