



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Apprenticeship							
Course Code		PAR200		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	8	Workload	200 (<i>Hours</i>)	Theory	0	Practice	2	Laboratory	0
Objectives of the Course		The purpose of the internship is to enable students to gain practical, technical and managerial knowledge in addition to the academic curriculum and to contribute to their education.							
Course Content		Internship can be done in Marketing, Sales, Purchasing, Advertising departments / departments of Public and / or Abstract Sectors. A total of 30 working days internship is required.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Demonstration					
Name of Lecturer(s)		Ins. Pınar GAYRET							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Practice	1	100

Recommended or Required Reading

1	Vocational Training Center
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Week	Weekly Detailed Course Contents	
1	Practice	Industry Experience
2	Practice	Industry Experience
3	Practice	Industry Experience
4	Practice	Industry Experience
5	Practice	Industry Experience
6	Practice	Industry Experience
7	Practice	Industry Experience
8	Practice	Industry Experience
9	Practice	Industry Experience
10	Practice	Industry Experience
11	Practice	Industry Experience
12	Practice	Industry Experience
13	Practice	Industry Experience
14	Practice	Industry Experience

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Practice	30	0	6	180
Report	1	8	12	20
Total Workload (Hours)				200
[Total Workload (Hours) / 25*] = ECTS				8

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	The student who takes this course learns the real applications.
2	Students taking this course will be able to have knowledge of company culture
3	Students taking this course learn the technical details of the sector
4	Self-confidence of the internship



5	To gain work experience with internship.
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Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1	L5
P10	5	
P12		5
P13		5
P14		5

