



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication Skills							
Course Code		İŞT185		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, students will gain competencies to communicate between oral, non-verbal, written, formal, non formal and intra-organizational and non-formal.							
Course Content		Formal communication, Formal communication, Non formal communication, Formal communication, Formal communication, Non-organization communication.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Gonca KÜÇÜK, Ins. Zühal MOLLAOĞULLARI, Lec. Aylin DİLEK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Temel İletişim- Aybike Serttaş Ertike
2	İletişim- Orhan Küçük

Week	Weekly Detailed Course Contents	
1	Theoretical	Oral Communication
2	Theoretical	Oral Communication
3	Theoretical	Written Communication
4	Theoretical	Written Communication
5	Theoretical	Written Communication Making non-verbal communication
6	Theoretical	Making non-verbal communication
7	Theoretical	Making non-verbal communication
8	Theoretical	Formal Communication
9	Intermediate Exam	midterm
10	Theoretical	Formal Communication
11	Theoretical	Formal Communication
12	Theoretical	Formal Communication Informal (Informal) Communication
13	Theoretical	Informal (Informal) Communication
14	Theoretical	Informal (Informal) Communication
15	Theoretical	Communicating Outside the Organization
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	1	0	28	28
Assignment	1	0	10	10



Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Individual Communication
2	Communicating Organizationally
3	Learning the forms of intercultural communication
4	Effectively apply the necessary elements for an effective conversation.
5	Have the ability to develop healthy communication in conflict situations.

Programme Outcomes (Business Administration Management)

1	To be able to use the theoretical knowledge in business management in working life
2	Having the ability to use the management functions of the business and following new management techniques
3	To be able to fulfill the legal responsibilities of the operator, to have the knowledge and equipment to follow and implement the relevant legislation
4	To be able to use the information and communication technologies at the level required by the field, to adapt the new technologies to the operating systems by following the technological changes
5	To identify, analyze and bring solutions to problems encountered in professional practice
6	Managing business financing; bringing a solution to the financial problems by making the financial analysis of the business
7	Gaining the ability to manage the business by ensuring that the human resources operate and develop efficiently in line with business objectives
8	To be able to comprehend the basic functions of production and marketing as a whole and to be able to apply new production and marketing techniques
9	To be able to perform cost calculations in enterprises, to hold accounting records, to prepare financial statements and to be able to interpret
10	Having professional ethical values ??sought in the qualified personnel required by the market, and able to use Turkish language effectively in written and oral communication; To be able to have professional foreign language knowledge that can make international correspondences related to the field
11	Having analytical analysis, interpretation, evaluation and solution skills of field related information
12	To be able to follow and apply current and economic developments in national and international framework related to his / her profession

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

	L1	L2
P1	1	
P2	2	
P3		2
P4		3
P5	5	
P7	4	
P11	3	4
P12		5

