



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Organizational Communication							
Course Code		BYA152		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This course is student; examine and evaluate individual behaviors, and examine and evaluate organizational behaviors.							
Course Content		Communication and organization concept, formal and non formal communication, communication channels.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Güllüoğlu, Özlem (2011). Örgütsel İletişim. Konya: Eğitim Kitabevi Yayınları
2	Tutar, Hasan; Yılmaz, M. Kemal (2012). Genel ve Örgütsel Boyutuyla İletişim. Ankara: Seçkin Yayıncılık
3	Aziz, Aysel; Dicle, Ülkü (2017). Örgütsel İletişim. İstanbul: Hiperlink Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Introducing course content to students
2	Theoretical	Communication and organization concept
3	Theoretical	Communication and organization concept
4	Theoretical	Communication and communication models
5	Theoretical	Communication functions.
6	Theoretical	Perception and persuasive communication.
7	Theoretical	Behavior and obedience
8	Theoretical	Forms of communication in organizations.
9	Intermediate Exam	Midterm
10	Theoretical	The importance of communication in organizations
11	Theoretical	Factors that prevent effective communication in organizations and conflict.
12	Theoretical	Factors that prevent effective communication in organizations and conflict.
13	Theoretical	Effective speaking and listening.
14	Theoretical	Effective speaking and listening.
15	Theoretical	Report preparation and writing techniques.
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	1	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	
2	
3	
4	
5	
6	

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	4	
P5		3
P10		4

