



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Effective Presentation Techniques							
Course Code		BYA182		Course 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, It is aimed to prepare presentation with Powerpoint program.							
Course Content		Presentation methods and steps, creating visuals, presentation software, visual literacy.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Ins. Gürkan YILMAZ, Ins. Mustafa ALP, Lec. İhsan Bülent HELVA							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Eğimli, Ayşen T.; Gürüz, Demet (2010). Etkili Sunum Teknikleri. Ankara: Detay Yayıncılık
2	Akım, Feride (2014). Halkla İlişkilerde Etkili Konuşma ve Sunum Teknikleri. İstanbul: Derin Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Presentation methods
2	Theoretical	Presentation methods
3	Theoretical	Presentation methods
4	Theoretical	Effective presentation process
5	Theoretical	Effective presentation process
6	Theoretical	Effective presentation process
7	Theoretical	The mistakes made in the presentation
8	Theoretical	The mistakes made in the presentation
9	Intermediate Exam	Midterm
10	Theoretical	Using Visual Materials I
11	Theoretical	Using Visual Materials I
12	Theoretical	Presentation software
13	Theoretical	Presentation software
14	Theoretical	Presentation software
15	Theoretical	Presentation work in the power point environment
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	Be able to plan the presentation.
2	List what needs to be done before, during and after the presentation.



3	Be able to use effective body language.
4	Will be able to use visual materials effectively.
5	PowerPoint shows the slides it prepares.

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
P1	4

