



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Basic Information Technologies								
Course Code	ENF105			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	To comprehend the basic components of the computer, to have knowledge about computer functions, to make advanced applications for education with various software, to enhance their knowledge on computer and communication technologies.								
Course Content	The main components of the computer system: Processor, input-output units, storage and other peripherals; Operating systems: Ability to work effectively in the operating system, system customization and management, Introduction of utility softwares: Archiving programs, audio / video player programs, screen recording programs etc. Word processing programs: Text and page editing, working with tables, images and graphics, creating forms, letters and labels. Customizing menu and toolbars. Macros and advanced applications. Electronic spreadsheet programs: Electronic Spreadsheets, creating template with data such as figures, words, and dates, chart drawing, performing mathematical, logical and text based operations, macros, standard and user-defined functions. Data presentation programs: Creating and editing presentation. Inserting objects like sounds, images, movies etc. Animation and special effects. Computer and internet security. Computers and Ethics								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Project Based Study, Individual Study								
Name of Lecturer(s)	Assoc. Prof. Akan YANIK, Lec. Mithat Evrim DEMİR, Lec. Okan ERTOSLUK, Lec. Şebnem Nalan AKAROĞLU, Lec. Burak GÜRSES, Lec. Burcu İYEM, Lec. Mustafa KARA, Ins. Ahmet Cumhur ÖZTÜRK, Ins. Anıla POLAT, Ins. Dilek SACIHAN, Ins. Evren Barış KAYHAN, Ins. Evrim ÇEVİK, Ins. Mehmet ŞEN, Ins. Özgür SARI, Ins. Saadet EGE, Ins. Sinan BAYIK, Ins. Talih GÜRBÜZ, Ins. Tolga EVREN, Ins. Ümit NARİNCE, Ins. Zafer ŞANLI								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	BİLGİSAYAR OKURYAZARLIĞI I-II (2012), Pegem A Yayıncılık :Ankara
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to information systems and computer
2	Theoretical	Components of the computer system (Hardware)
3	Theoretical	Windows Operating System
4	Theoretical	Windows Operating System
5	Theoretical	Word processor
6	Theoretical	Word processor
7	Practice	Word processor
8	Intermediate Exam	Mid-term exam
9	Theoretical	Spreadsheet
10	Theoretical	Spreadsheet
11	Practice	Spreadsheet
12	Practice	Internet Applications on Education
13	Theoretical	Presentation software
14	Practice	Utility programs (Compression, image editing, pdf)
15	Theoretical	Computer security and ethics
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56



Project	1	5	1	6
Studio Work	14	1	1	28
Midterm Examination	1	4	1	5
Final Examination	1	4	1	5
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Can define the basic components of the computer system (Processor, input-output units, storage and other peripherals).
2	Can work effectively with operating systems.
3	Can create texts in various formats in the word processing program.
4	Can make advanced applications with word processing programs.
5	Can make applications with "form control" in the electronic spreadsheet program.
6	Can work with macros in the electronic spreadsheet program.
7	Can make advanced applications with electronic spreadsheet programs.
8	Can make advanced applications with data presentation programs.

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

