



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Behavioral Sciences							
Course Code		HAT105		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To give basic information about Behavioral Sciences. Behavioral sciences, psychology, sociology, anthropology to examine with the help of case studies. To inform students about perception, communication, learning, motivation, job satisfaction, attitudes, groups, leadership and time management.							
Course Content		Basic Concepts of Behavioral Sciences, Branches of Behavioral Sciences (Psychology, Sociology, Anthropology, Social Psychology), Basics of Behavior, Personal and Environmental Factors, Learning, Motives and Emotions, Sensation and Perception, Social Perception, Social Impact, Compliance and Submission Behavior , Personality Concept, Personality Theories and Personality Types, Motivation Concept and Relations with Similar Concepts, Motivation Theories, Definition of Sociology, Branches of Sociology, Emergence of Sociology, Theoretical Approaches in Sociology, Approaches to Culture: Basic Anthropological Theories in Other Human and Social Sciences							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Aydan BAŞÇALIŞKAN DEVLİ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Davranış Bilimleri, Baysal, A., İstanbul, 2011.
2	Davranış Bilimleri ve Örgütsel Davranış, Yılmaz, A., Eroğlu, C., Ankara, 2012.
3	Davranış Bilimleri, Güney, S., Ankara, 2011.
4	Davranış Bilimleri, Şimşek, Ş., Çelik, A., Akçemci, T., Eğitim Yayınevi, Konya, 2014.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Behavioral Sciences
2	Theoretical	Behavioral Sciences. and Related Disciplines (Psychology, Sociology, Anthropology, Social Psychology)
3	Theoretical	Basics of Behavior, Personal and Environmental Factors
4	Theoretical	Learning, Motives and Emotions, Sensation and Perception
5	Theoretical	Social Perception, Social Impact, Compliance and Submission Behavior
6	Theoretical	Personality Concept, Personality Formation, Personality Theories and Personality Types
7	Theoretical	The Concept of Motivation and Its Relations With Similar Concepts, Motivation Theories
8	Intermediate Exam	Midterm Exam
9	Theoretical	Faith and Attitudes / Behavior Determination Function of Attitudes
10	Theoretical	Definition of Sociology, Branches of Sociology, Emergence of Sociology, Theoretical Approaches in Sociology
11	Theoretical	Society and Socialization, Social Structure
12	Theoretical	Role Behaviors, Relationship with Social Institutions and Behavioral Sciences
13	Theoretical	Approaches to Culture: Basic Theories of Anthropology, Place of Anthropology in Other Humanities and Social Sciences
15	Theoretical	Family and Social Groups (Family Institution, Family Classification)
16	Final Exam	Final Exam
17	Final Exam	Final Exam



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	2	1	3
Final Examination	1	4	1	5
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = <b>ECTS</b>				2

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To be able to learn the basic concepts of behavioral sciences.
2	To be able to explain psychology, sociology, anthropology and social psychology.
3	To be able to explain the researches in social psychology.
4	To be able to explain social phenomena and concepts related to society.
5	To be able to learn theoretical information about the relationships between human behavior and industrial psychology.

**Programme Outcomes (Public Relations and Publicity)**

1	To be able to possess theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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

	L1	L2	L3	L4	L5
P1	3	3	2	3	3
P2	2	3	2	3	3
P3	3	3	2	3	3
P4	1	2	2	3	3
P5	1	1	2	3	3
P6	1	1	2	3	3
P7	2	3	2	3	3
P8	3	2	2	3	3
P9	1	1	2	3	3

