



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Industry Psychology							
Course Code		HAT258		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	102 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Psychological examination of the individual in working life. To give students the ability to evaluate the interaction between working life and psychology.							
Course Content		Definition of Work Psychology and Related Concepts, Development of Work Psychology, Organizational Culture / Wallach's Organizational Culture Classification: Innovative Culture, Bureaucratic Culture, Supportive Culture, Motivation Process and Motivation Theories, Group Dynamics: Formal and Informal Groups, Leadership in Organizations, Stress Management, Time Management, Change Engineering, Glass Ceiling Syndrome: The Place and Importance of Women in Working Life, Technological Innovations and Effects of New Management Techniques on Employees: Discussion of Mc Luhan's Global Village Concept							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Aydan BAŞÇALIŞKAN DEVLİ, Lec. Nurdanur TAVLAN SOYDAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Sabuncuoğlu, Z., ve Tüz, M. (2007). Örgütsel Psikoloji. İstanbul: Alfa Yayın.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of Work Psychology and Basic Concepts
2	Theoretical	Development of Work Psychology
3	Theoretical	Organizational Culture / Wallach's Classification of Organizational Culture: Innovative Culture, Bureaucratic Culture, Supporting Culture
4	Theoretical	Career Management Practices in Organizations: Promotion, Transfer or Relocation, Dismissal, Retirement, Orientation, Organizational Backup
5	Theoretical	Motivation Process and Motivation Theories
6	Theoretical	Group Dynamics: Formal and Informal Groups
7	Theoretical	Leadership in Organizations and the Effects of Leadership on Job Yield / Job Quality
8	Intermediate Exam	Midterm Exam
9	Theoretical	Job Analysis, Job Design, Personnel Selection, Training and Development, Suitability of Work Environment and Impact on Employee
10	Theoretical	Stress Management and Time Management
11	Theoretical	Working Tension, Burnout Syndrome, Mobing
12	Theoretical	Change Engineering / Investigation of Company Samples
13	Theoretical	Glass Ceiling Syndrome: The Place and Importance of Women in Working Life
14	Theoretical	The Impact of Employee Psychology on Work Accidents / Case Studies
15	Theoretical	Technological Innovations and Effects of New Management Techniques on Employees: Discussion of Mc Luhan's Global Village Concept
16	Final Exam	Final Exam



17	Final Exam	Final Exam
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Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	2	2	60
Assignment	2	2	1	6
Individual Work	2	5	1	12
Midterm Examination	1	10	1	11
Final Examination	1	12	1	13
Total Workload (Hours)				102
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes	
1	To be able to analyze psychological characteristics of people in working life.
2	To have knowledge about the causes and consequences of human behavior in working life.
3	To be able to learn the factors that affect working psychology.
4	To be able to evaluate the effects of technological developments on working life.
5	To learn the basic elements of motivation process.

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	3	2	2	3	3
P3	3	2	2	2	3
P4	3	2	3	3	2
P5	3	2	3	3	2
P6	3	2	3	3	2
P7	3	2	3	2	2
P8	3	2	3	2	2
P9	3	3	3	2	3

