



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Organizational Behavior							
Course Code		HAT154		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To inform the students about behaviors in the organization and their reasons in working life. To help students improve their ability to analyze and solve problems by examining the behavior of both managers and employees in the workplace.							
Course Content		Introduction to Organizational Behavior, Basic Concepts, Management and Management Functions, Individual and Personality, Emotion, Value, Attitude, Perception, Job Satisfaction, What is Organization? Organizational Characteristics, Organizational Culture, What is a Group in an Organization? Group Qualifications, Leadership and Characteristics, Organization and Communication, Conflict and Management in Organizations, Organizational Change and Organization Development, Organization of Business Environment and Approaches to Regulation, Social Responsibility in Organizations, Business Relations, Career and Ethics.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Yrd. Doç. Dr. Aydın Yılmaz, Öğr. Gör. Cemal Eroğlu ( 2013). Meslek Yüksekokulları İçin Davranış Bilimleri ve Örgütsel Davranış, Detay Yayıncılık, Ankara.
2	İbrahim Ethem Başaran (2008), Örgütsel Davranış İnsanın Üretim Gücü, Ankara, Siyasal Kitabevi, Ankara.

Week	Weekly Detailed Course Contents	
1	Theoretical	What is Organizational Behavior? Basic Concepts of Organizational Behavior, Functions of Management
2	Theoretical	Individual and Personality, Emotion, Value, Attitude, Perception, Job Satisfaction
3	Theoretical	Basic Characteristics of Organization, Organizational Culture
4	Theoretical	Characteristics of the Group in the Organization, Differences Between Manager and Leader
5	Theoretical	Organization and Management Theories
6	Theoretical	Motivation, Monotony, Job Satisfaction
7	Theoretical	Stress and its Consequences in Organizations. Ways to Deal with Stress
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Theoretical	Conflict and Management in Organizations / Recognizing Conflict in advance, Symptoms of Conflict, Discrimination between Positive and Negative Conflict
11	Theoretical	Organizational Change and Organizational Development
12	Theoretical	Organizational Alienation, Adaptation to Organization, Organizational Commitment
13	Theoretical	Regulation of Business Environment and Regulatory Approaches
14	Theoretical	Social Responsibility in Organizations, Business Relations, Career and Ethics



15	Theoretical	Evaluation of the Future of Organizational Behavior in Virtual Organizations: Examination of Organizations in the Light of Technological Developments
16	Final Exam	Final Exam
17	Final Exam	Final Exam

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	1	2	39
Midterm Examination	1	4	1	5
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	To learn the basic elements of organizational behavior.
2	To be able to learn the reasons and behaviors in the organization in working life.
3	To be able to recognize the relationships in business processes of a business.
4	To be able to analyze the basic issues to improve the performance of the organization and employees.
5	To be able to analyze group management and group formation within the organization.

**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	2	3	3	3	2
P2	2	3	3	3	2
P3	3	3	2	3	2
P4	3	3	2	3	2
P5	3	3	2	3	2
P6	3	2	2	2	2
P7	3	2	2	2	2
P8	3	2	2	2	2
P9	3	2	2	3	2

