



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication							
Course Code		IYO114		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Student has knowledge about communication. Has knowledge about verbal and nonverbal communication. Use communication effectively in daily life.							
Course Content		Communication concept and process. communication methods, effective communication.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	ÇAĞLAR, İrfan, Sabiha Kılıç; Meslek Yüksek Okulları için Genel İletişim, Nobel Yayıncılık, Ankara, 2010
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of communication concept
	Preparation Work	Related chapters in the course book
2	Theoretical	Communication process
	Preparation Work	Related chapters in the course book
3	Theoretical	Items in the communication process
	Preparation Work	Related chapters in the course book
4	Theoretical	Organizational communication
	Preparation Work	Related chapters in the course book
5	Theoretical	Communication conflicts
	Preparation Work	Related chapters in the course book
6	Theoretical	Empathic communication
	Preparation Work	Related chapters in the course book
7	Theoretical	Ways of effective communication
	Preparation Work	Related chapters in the course book
8	Theoretical	Communication and community
	Preparation Work	Related chapters in the course book
9	Intermediate Exam	Midterm Exam
10	Theoretical	Mass communication
	Preparation Work	Related chapters in the course book
11	Theoretical	Communication in business life
	Preparation Work	Related chapters in the course book
12	Theoretical	Persuasion ability and strategies
	Preparation Work	Related chapters in the course book
13	Theoretical	Nonverbal communication
	Preparation Work	Related chapters in the course book
14	Theoretical	Information technologies and communication
	Preparation Work	Related chapters in the course book
15	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	14	1	15
Final Examination	1	17	1	18
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Definition of communication
2	Has knowledge about communication ways, written, verbal and non-verbal communication
3	communication items
4	It dominates the communication issues in the workplace and social life.
5	To be able to selection of appropriate communication methods, techniques and tools

Programme Outcomes (Cooperatives)

1	Define the problems at micro and macro levels in cooperatives area and gain the ability of solution
2	Gain the ability of applying accounting transactions in cooperatives and Gain the ability of get and comment of datas in cooperatives area
3	Gain the ability of executing establishment and functioning of cooperatives and top organizations independently
4	Gain the ability of create solidarity culture and communication so they can fulfill duties and responsibilities
5	Gain the ability of applying the knowledges about economics, business, law and communication on cooperatives areas.
6	Gain the ability of watching, global, international and local cooperatives acts and improvements

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	4	4	4	3	4
P2	4	3	3	4	3
P3	4	4	4	3	4
P4	4	3	3	4	3
P5	4	5	3	3	4
P6	4	4	4	4	3

