



## 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*] = <b>ECTS</b>				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 (Business Administration Management)**

1	Use the economical information obtained in micro and macro scale, in their occupational lives.
2	Use information and communication technologies at the level required by their field.
3	Manage business finance, analyze business financial situation, and solve financial problems.
4	Gain management skill by managing and enhancing human resource effectively in accordance with business aims
5	Understand production and marketing functions as a whole, have proficiency in applying new production and marketing techniques.
6	Have proficiency in calculating cost, making entry, preparing and interpreting financial statements
7	Have proficiency in using business management function and applying and following new management techniques
8	Have proficiency for performing legal responsibilities of business, following and applying legislation
9	Have proficiency in following and applying vocational current and economic developments in national and international area.
10	Take responsibilities as a team member when dealing with issues and problems encountered in practice
11	Have the ability to use the computer and the required packaged software
12	Have the professional ethics in business life and business relations

**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	1	1	1	1	1
P2	4	5	4	4	4
P3	3	1	1	1	1
P4	3	4	3	5	5
P5	4	4	4	3	3
P6	2	1	1	1	1
P7	3	3	4	2	2
P8	1	2	1	3	3
P9	1	1	1	1	1
P10	4	1	2	1	1
P11	4	4	4	2	2
P12	4	4	3	3	3

