



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Management Protocol							
Course Code		YYÖN261		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		In this course students understand the role and importance in social life and business environment, protocol, protocol information for use in business and social life in the world to gain this information in the appropriate place and time to communicate with the display and behavior of people and institutions working to develop the ability to apply these rules implement a health working personnel and other employees to represent the institution intended to gain the ability to be an example.							
Course Content		Lecturing, foreign press, foreign publications, newspapers and magazine clippings. On field trips to observe and identify the principles of etiquette and good manners.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Problem Solving					
Name of Lecturer(s)		Ins. Hayri KEMİKSİZOĞLU							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	1. Protokol Yönetimi: Kamusal Yaşamda Protokol Kuralları, Nihat AYTÜRK, Türkiye ve Ortadoğu Amme İdaresi Enstitüsü Yayınları,2004
2	2. Protokol Bilgisi, Mehmet ALTINÖZ, Hasan TUTAR, Kadir BAYRAKTAR, Nobel Yayınları,2006

Week	Weekly Detailed Course Contents	
1	Theoretical	1. protocol Concept 1.1. Course aims and objectives 1.2. Protocol definition of the concept, importance and scope 1.3. The history of the world and in Turkey, the protocol
2	Theoretical	2. Rules Regulating Social Life 2.1. Social life and social roles in the individual-society relationship 2.2. The importance of peace in the society in terms of regulatory rules 2.3. Discipline, Courtesy, Manners and Zerafat concepts and rules
3	Theoretical	3. Rules Regulating Work Life 3.1. organizational hierarchy and protocol rules at work 3.2. the rules governing the effect of job satisfaction and the success of a work-study
4	Theoretical	4. Institutions and Organizations Protocol Rules Implemented 4.1. Greetings and forms of address 4.2. Meeting, to introduce and promote 4.3. Greetings and handshakes 4.4. Use of space and physical dialogue
5	Theoretical	5. Institutions and Organizations Protocol Rules Applied: Ast-parent relationships 5.1. Tenure code of conduct 5.2. Appointed and separation 5.3. Meet and greet
6	Theoretical	6.Institutions and Organizations Applied Protocol Rules: the rules of the protocol on the phone 6.1. Telephone etiquette and courtesy communications issues 6.2. Telephone connection protocol rules 6.3. Mobile phones and protocol rules
7	Theoretical	7.Institutions and Organizations Applied Protocol Rules: Written and oral communication protocol rules 7.1. business card 7.2. Letter paper and envelopes 7.3. Signature authority 7.4. Speaking and listening protocol
8	Theoretical	8. Institutions and Organizations Applied Protocol Rules: The draw for the protocol in vehicles 8.1. Vehicles seating protocol rules
9	Theoretical	Ara sınav
10	Theoretical	Institutions and Organizations Protocol Rules Applied: External appearance and protocol rules 9.1. Attire protocol
11	Theoretical	Protocol rules applicable corporate events: Meetings & Events 11.1. Rules applicable to meetings 11.2. official invitations 11.3. special invitations 11.4. Business dinners
12	Theoretical	12. Protocol rules applicable corporate events: Visits 12.1. special visits
13	Theoretical	12.2. Visits of foreign statesmen
14	Theoretical	General revision



15	Theoretical	Final
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Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	1-Business life can define the organizational hierarchy and protocol rules.
2	2-The impact of the rules governing the business environment explain the success of job satisfaction and work.
3	3-Institutions and organizations define the rules of a protocol.
4	4-Written and oral communication, define the protocol rules.
5	5-Protocol types, explains the sequence order.
6	6-Meeting and perform ceremonial protocol.
7	7-Organizations can differentiate the intricacies of superior-inferior relationship.
8	8-Job interview and you can follow the rules of respect and courtesy in public relations.
9	9-Appointments, visits and guest protocol may define the principles to be applied.
10	10-Clothing and apply the rules of social behavior.

Programme Outcomes (Local Authorities)

1	Theoretical knowledge in the field of public administration and local governments to use in working life and lifelong learning to be conscious.
2	To have the ability to use the functions of local government, public administration to adapt to contemporary approaches
3	Problems encountered in professional practice to identify, analyze and propose solutions to have the ability to bring.
4	Professional legal regulations to be equipped, and keep track of changes, use the.
5	Local and collective needs, expectations, and to have knowledge about efficient service delivery.
6	Turkish political life, political orientations, political power, political culture and to have competence in matters of contemporary political ideologies.
7	Understanding of contemporary urbanism, urban planning, urban land management, housing and environmental issues and policies to be competent.
8	Decentralization, local democracy and civil society to gain competence on a case.
9	Having the necessary values in the field of professional ethics; written-verbal communication and correspondence with the field of information-communication technologies and be able to use.
10	Land use plans, zoning laws and regulations to have knowledge of subjects covered.
11	The process of globalization and the country's internal dynamics, to analyze the process of democratization.
12	The Constitution, fundamental rights and freedoms, civil servants, law and public law legislation have sufficient knowledge about professional ethics.

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

	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10
P1	3	3	3	3	3	3	3	3	3	3
P2	2	2	2	2	2	2	2	2	2	2
P3	1	1	1	1	1	1	1	1	1	1
P8	2	2	2	2	2	2	2	2	2	2

