



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Silent Communication							
Course Code		İTN273		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To ensure that students can make use of effective communication in business and daily life and it is aimed to use the body language correctly.							
Course Content		Basic terms of silent communication. Body language, being able to read body language signs correctly. To use body language knowledge correctly. Right and wrong hand shaking and rules of protocol. Speaking in front of society/ population.							
Work Placement		N							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Individual Study					
Name of Lecturer(s)		İns. Mümin ESER							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Notes of lecturer.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Teaching the topics within the scope of effective communication and body language and introduction of class. Teaching the topics communication, body language and effective communication
2	Theoretical	The effect of culture and cultural differences on body language, head movements, feed and legs
3	Theoretical	Crossing arms, gesticulation and mimics
4	Theoretical	Comfort zones/ security area, sitting schemes
5	Theoretical	Lie
6	Theoretical	Rules of protocol
7	Theoretical	Flirting behaviours, showing status, colours
8	Theoretical	Mid term
9	Theoretical	Samples of fotos of daily body language and their analysis
10	Theoretical	Rules of social decorum and telephone calls
11	Theoretical	What needs to be paid attention to at job interviews
12	Theoretical	Student presentations of how to develop the use of body movements in society
13	Theoretical	Student presentations of how to develop the use of body movements in society
14	Theoretical	Student presentations of how to develop the use of body movements in society

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	9	1	10
Final Examination	1	11	1	12
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Gains knowledge of what body language is and what needs to be paid attention to, to provide effective communication.
2	Gain knowledge of what body language motions mean and how body language is being used in different countries.
3	Interpretes body language movements.



4	Gains knowledge about rules of protocol.
5	Develops skills of speaking in front of society/ population.

Programme Outcomes (Foreign Trade)

1	Economics, business law, labor and social security law, business, accounting, and describe the basic concepts of international trade
2	Of delivery and payment to foreign trade, foreign trade transactions and edit documents used
3	Mathematical operations to commercial
4	Grasp of the Turkish bank-exchange regulations, to prepare documents that are used in these processes, business correspondence, make
5	Turkey customs legislation to the foundation, to prepare the documents and customs procedures to follow
6	Turkey export import regulations, the basic concepts of logistics, know the rules of international transport and prepare the documents necessary, carry out e-commerce transactions
7	Foreign trade operations in computer and be able to use a foreign language, foreign trade transactions
8	Grasp and analyze methods of financing foreign trade, foreign trade transactions in free zones to
9	To international marketing strategies, recognizing the risks of international trade, international monetary and capital markets to analyze the relationships
10	Understand the importance of quality and standardization in foreign trade, foreign trade transactions and tax practices to insure
11	Account for foreign trade and foreign exchange transactions
12	Turkey's economy and economic crisis of the world economy and to understand the developments in the EU - Turkey relations to follow, to recognize the international economic and financial organizations
13	Win the adequacy of research, professional ethics, to grasp, to know the methods of commercial correspondence
14	Atatürk's principles and reforms
15	Accordance with the rules To know writing and speaking of the Turkish language, to know the types literary texts, and spoken expression

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

	L1	L2	L3	L4	L5
P9	1	1	1	1	1

