



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication							
Course Code		İDT256		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course it is aimed to give students the proficiency of communication with verbal, nonverbal, written, formal and informal types of communication.							
Course Content		Topic of communication, verbal-nonverbal communication, mass communication, formal-informal communication, relationship between communication and culture							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Merve Tuba ERDEN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İletişime Giriş: Nazife GÜNGÖR, Siyasal Kitabevi
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Week	Weekly Detailed Course Contents	
1	Theoretical	Verbal communication
2	Theoretical	Verbal communication
3	Theoretical	Written communication
4	Theoretical	Written communication
5	Theoretical	Written communication
6	Theoretical	Nonverbal communication
7	Theoretical	Nonverbal communication
8	Theoretical	Formal communication
9	Theoretical	Formal communication
10	Theoretical	Formal communication
11	Theoretical	Informal communication
12	Theoretical	Informal communication
13	Theoretical	External communication in the organization
14	Theoretical	External communication in the organization

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	0	8	8
Reading	1	0	8	8
Midterm Examination	1	0	2	2
Final Examination	1	0	4	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Individual communication
2	Organizational communication
3	Communicate verbally



4	Written communication
5	Non-verbal communication

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
P4	4	4
P7	2	2

