



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication and Body Language							
Course Code		HİT180		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To teach the main objectives and characteristics of effective communications.							
Course Content		This course aims to introduce students to the basic features of the communication process between individuals and to attract attention to topics such as effective listening, verbal and nonverbal communication, feedback and empathy.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Ins. Elçin BAŞOL, Ins. Mine GERGÜN, Ins. Nupel AZİZOĞLU PALABIYIK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	-Dr. Recep Tayfun, Etkili İletişim ve Beden Dili, Nobel Yayıncılık, 2007.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of Effective Communications
2	Theoretical	Explication of basic characteristics of effective communications
3	Theoretical	Explication of communication period model
4	Theoretical	To specify the causes which will affect the communication period
5	Theoretical	Distraction in communication and precautions
6	Theoretical	Verbal and written communication
7	Theoretical	Non-verbal communication and body language
8	Theoretical	Public Relations and Effective Communication
9	Theoretical	Advertisement and Effective Communications
10	Theoretical	General review
11	Practice	Assesments
12	Practice	assesments
13	Practice	Assesments
14	Practice	Assesments

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Ability of description the elements of communications
2	
3	
4	



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Programme Outcomes (Banking and Insurance)

1	To have basic economics knowledge.
2	Having basic law and banking law knowledge in a sufficient level for intermediate members of business life.
3	To have knowledge on the accounting system and organization.
4	To know basic finance and banking information.
5	To know registering of daily fiscal issues.
6	To know financial analysis techniques that is required by business.
7	Having knowledge about job safety, employees' health, enviromental protection and quality conscious.
8	To have business management knowledge.
9	Having knowledge of organizational structures of banks.
10	To have basic information about internal, external and public audits in banks.
11	To have knowledge over human resources.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	Ability to plan a career in their own profession.

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

	L1
P7	1

