



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Behaviour Sciences							
Course Code		HİT105		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To understand the purpose to acquire, develop the capacity of detection, to learn to produce thoughts, to acquire analysis and synthesis skills ; Briefly It is to turn desire,will,expectation into thoughts, to turn the thought into work and to gain the ability to succeed the work							
Course Content		The discipline that make up Behavioral science and its place in behavioral science (sociology, psychology, anthropology) The emergence of applied behavioral sciences, The behavioral sciences in analysing of events, in Business management and organization, the place,the importance and application of the behavioral sciences, definition of public relations, its historical development and its basic principles, marketing relationship the process of communication and feedback, duties of the staff of public relations, public relations and implementation of policy.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Esin ÇINAR							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	1. Davranış Bilimleri, A. Can Baysal, Avcıol Basın Yayın
2	Davranış Bilimleri, Feyzullah Eroğlu, Beta Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	The Concept of the Behavioral Sciences
2	Theoretical	Learning
3	Theoretical	Learning Styles
4	Theoretical	Perception
5	Theoretical	Motivation
6	Theoretical	Thought
7	Theoretical	Relationships
8	Theoretical	Productivity
9	Theoretical	Synthesis, Analysis, Synergy
10	Theoretical	Synthesis, Analysis, Synergy
11	Theoretical	Stress Results
12	Theoretical	Stress Results
13	Theoretical	Integrity Principle
14	Theoretical	Integrity Principle

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	5	2	0	10
Midterm Examination	1	10	1	11



Final Examination	1	10	1	11
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To purpose obtain
2	To teach the desire to succeed
3	To teach the rules of etiquette
4	To learn the rules of behavior and etiquette and to be able to
5	To learn theories about behavioral sciences

Programme Outcomes (Public Relations and Publicity)

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L2	L3	L4
P1	5	4	5	4
P2	5	4	5	5
P3	5	4	5	4
P4	5	4	5	4
P5	5	5	5	4
P6	5	4	5	4
P7	5	4	5	5
P8	5	4	5	4
P9	5	5	5	4
P10	5	4	5	4
P11	5	4	5	4

