AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Communication and Body Language								
Course Code	HİT180		Couse 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.

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 rewiev
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	

5	

Programme Outcomes *(Foreign Trade)*	
1	To describe the basic concepts of economics, business law, labor and social security law, business, accounting and foreign trade.
2	To know the terms of delivery and payment in foreign trade; to regulate documents used in foreign trade transactions.
3	To understand Turkish foreign exchange regulations, to prepare documents used in these processes, and to make business correspondence.
4	To have a knowledge of Turkish customs legislation, and organize related documents
5	To know Turkish foreign trade legislation, main concepts regarding to logistics, international transporting rules and preparing necessary documents, performing e-trade transactions.
6	Making foreign trade transactions with computer and utilize from a foreign language in foreign trade transactions.
7	To be aware of Business Law, Job Security, environmental protection and quality concepts.
8	To understand and analyze the methods of financing foreign trade, and to know the foreign trade transactions in free zones.
9	To know the international marketing strategies, to recognize the risks of international trade, to analyze international monetary relations and capital markets.
10	To understand the importance of quality and standardization in foreign trade, and to know insurance operations and tax practices in foreign trade.
11	Accounting the transactions as to foreign trade and foreign exchange.
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*

	L2
P7	3