



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Body Language and Communication							
Course Code		İPZ301		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Development of students´ verbal and nonverbal communication skills.							
Course Content		Communication, Communication Types, Communication Skills and Body Language.							
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Şinasi YAYLAGÜL, Ins. Ümran GÜMÜŞ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Öğretim Elemanı Ders Notları
2	IŞIK, Metin, Sizinle İletişebilir Miyiz?, Eğitim & Akademi Yayınları, Konya, 2011
3	JAMES, J., JAMES, Moore, İnsanları Çözümleme Sanatı, Koridor Yayınları,

Week	Weekly Detailed Course Contents	
1	Theoretical	What is communication? The importance and function of communication for the individual and society.
2	Theoretical	Types of communication... The phenomenon of internal and interpersonal communication
3	Theoretical	Types of communication... The phenomenon of mass and organizational communication
4	Theoretical	Communications begins with you. Recognition of human nature.
5	Theoretical	The perspective of self description: Effective speech
6	Theoretical	Being a good listener: Effective listening
7	Theoretical	Golden key of communication: Empathy.
8	Intermediate Exam	midterm
9	Theoretical	First impression and its importance in communication.
10	Theoretical	What is body language? Why is it important?
11	Theoretical	The code of body language: Facial expression, arm-hand movement.
12	Theoretical	The code of body language: Interpersonal distance and physical appearance.
13	Theoretical	The effective using of body language in business life: Practice and case studies.
14	Theoretical	Discover who are you: communication skills and personality analyses test application.
15	Theoretical	Discover who are you: communication skills and personality analyses test application.

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	2	0	2
Midterm Examination	1	9	1	10
Final Examination	1	9	1	10
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	Defines the concept of communication
2	Explains the importance and function of communication for the individual and society
3	Emphasizes the importance of communication skills in social life
4	Indicates the effective using of body language in daily and business life.
5	Develops the ability of speaking in public

**Programme Outcomes (Hair Care and Beauty Services)**

1	Ability to evaluate, to apply, to access to scientific knowledge by using theoretical and practical knowledge in basic level knowledge gained in the field of hair care and beauty services
2	Having knowledge of using effectively all kinds of tool and equipment using in the field of hair care and beauty services
3	Ability to study in a basic level project, to take responsibility for individual or team, to solve problems facing relation with the field of hair care and beauty services
4	Ability to develop oneself as the personal and professional, updating them with the awareness of lifelong learning, knowledge skills and competencies regarding in the field of hair care and beauty services.
5	Ability to communicate at least one foreign language at a basic level
6	Ability to use effectively information and communications technologies
7	Ability to communicate and to be social effectively
8	Ability to evaluate and to interpret data relation with them, to solve and to identify potential problems regarding in the field of hair care and beauty services
9	Having knowledge of legal regulations and professional standards and regarding in the field of hair care and beauty services
10	Ability to behave suitable and to attend for quality management and processes
11	Ability to be an example to the community by external appearance, personal care, manner, attitude and behavior
12	Ability to develop and to evaluate and to satisfy towards demand and needs of consumer of service processes regarding in the field of hair care and beauty services
13	Ability to consider human health, social and natural environment towards ethical principles of professional, while carrying out things regarding in the field of hair care and beauty services
14	Ability to evaluate health, safety and risk as regular regarding in the field of hair care and beauty services
15	Ability to transfer the acquired knowledge and skills, if necessary, using to appropriate learning environments

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

	L5
P15	4

