



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Human Relations and Communication							
Course Code		SGH221		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With the lesson, students will be gain proficiencies to communicate in organization between the inside and the outside, verbal, nonverbal, written, formal, non formal.							
Course Content		The basic concepts of communication, communication language, the types of communication, organisational communication							
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), Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Instructor's Lecture Notes
2	İletişim Çatışmaları ve Empati, Prof.Dr. Üstün DÖKMEN, Sistem Yayıncılık, İstanbul, 1994
3	İletişimin ABC'si, Prof.Dr. Ünsal OSKAY, Der yayınları, İstanbul, 2011
4	İnsan İlişkileri ve İletişim, Prof.Dr. Nilüfer VOLTAN ACAR, Nobel Yayın Dağıtım, Ankara, 2008
5	Etkili İletişim ve Beden Dili, Dr. Recep TAYFUN, Nobel Yayın Dağıtım, Ankara, 2009
6	Genel ve Teknik İletişim, Dr. İrfan MISIRLI, Detay Yayıncılık, Ankara, 2008

Week	Weekly Detailed Course Contents	
1	Theoretical	The definition of communication
	Preparation Work	Course material
2	Theoretical	The basic elements of communication
	Preparation Work	Course material
3	Theoretical	The basic elements of communication
	Preparation Work	Course material
4	Theoretical	Individual communication
	Preparation Work	Course material
5	Theoretical	Organizational communication
	Preparation Work	Course material
6	Theoretical	Language in communication (writing and speaking)
	Preparation Work	Course material
7	Theoretical	Language in communication (body language)
	Preparation Work	Course material
8	Intermediate Exam	Midterm
9	Theoretical	The types of communication (top to bottom)
	Preparation Work	Course material
10	Theoretical	The types of communication (bottom up)
	Preparation Work	Course material
11	Theoretical	The types of communication (Horizontal)
	Preparation Work	Course material
12	Theoretical	The concept of communication barriers and noise
	Preparation Work	Course material
13	Theoretical	Communication problems



13	Preparation Work	Course material
14	Theoretical	Communication problems
	Preparation Work	Course material
15	Theoretical	The concept of empathy for successful communication
	Preparation Work	Course material
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	9	0	18
Seminar	1	10	1	11
Reading	14	1	0	14
Individual Work	14	1	0	14
Midterm Examination	1	6	1	7
Final Examination	1	7	1	8
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	To have information about fundamental of concepts regarding communication
2	To have information about language using at communication
3	To have information about the types of communication
4	Able to archive action of communicating with the individual
5	Able to archive action of communicating with the organizational

### 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 efectively
8	Ability to evaluate and to interpret data relation with them, to solve and to indetify potentional problems regarding in the field of hair care and beauty services
9	Having knowledge of legal regulations and professioanal 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 aquired 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

	L1	L2	L3	L4	L5
P1	4	4	4	4	4
P3				5	5
P4	4	4	4	4	4
P7	4	4	4	4	4



P8				3	3
P10	4	4	4	5	5
P11				4	4
P15	4	4	4	4	4

