



**AYDIN ADNAN MENDERES UNIVERSITY
SULTANHISAR VOCATIONAL SCHOOL
MANAGEMENT AND ORGANIZATION
BUSINESS ADMINISTRATION MANAGEMENT
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	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)	İns. Şinasi YAYLAGÜL								

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Öğretim Elemanı Ders Notları
2	İŞIK, 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 (Business Administration Management)

1	Define their fundamental information and capabilities related to the Business management.
2	Command on the management functions and accounting practices theoretically and will be able to implement them practically.
3	Determine managerial/structural/legal components required to found an effective business.
4	Shall dissolve financial situation of business on basic level.
5	Use the economical information obtained in micro and macro scale, in their occupational lives.
6	Implement the developed package programs together with the fundamental information technologies related to their field.
7	Have the professional ethics in business life and business relations.
8	Reveal office order, working conditions, ability of coherence to the team work in business establishment
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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

	L1	L2	L3	L4	L5
P8	3	3	3	3	3
P9	3	3	3	3	3
P10	3	3	3	3	3

