



**AYDIN ADNAN MENDERES UNIVERSITY
SULTANHISAR VOCATIONAL SCHOOL
MANAGEMENT AND ORGANIZATION
BUSINESS ADMINISTRATION MANAGEMENT
COURSE INFORMATION FORM**

Course Title	Communication								
Course Code	İPZ105			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The student, verbal, nonverbal, written, formal, non formal and communicating between the inside and the outside organization to gain qualifications.								
Course Content	Oral communication, written communication, nonverbal communication which is the formal (formal) to communicate non-formal (informal) to communicate, communicate with outside organizations								
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. Berna GÜNDEN, Ins. Yasemin COŞKUN ERDOĞAN								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Instructor Lecture Notes
2	Sabuncuoğlu, Zeyyat ve Murat Gümüş (2008), Örgütlerde İletişim, 1. Baskı, Arıkan Yayıncılık, İstanbul.
3	Mısırlı; İrfan (2010), Genel ve Teknik İletişim, 5. Baskı, Detay Yayıncılık, Ankara.
4	Koçel, Tamer (2010), İşletme Yöneticiliği, 12. Baskı, Beta Basım, İstanbul.
5	Tutar; Hasan ve M.Kemal Yılmaz (2010), Genel İletişim, Kavramlar ve

Week	Weekly Detailed Course Contents	
1	Theoretical	To communicate verbally
2	Theoretical	To communicate verbally
3	Theoretical	Communicate in writing
4	Theoretical	Communicate in writing
5	Theoretical	To establish a Non-Verbal Communication, Written Communication
6	Theoretical	Non-verbal communication to establish
7	Theoretical	Non-verbal communication to establish
8	Intermediate Exam	Midterm
9	Theoretical	Formal (Formal) to communicate
10	Theoretical	Formal (Formal) to communicate with non- formal (informal) to communicate
11	Theoretical	Non-Formal (informal) to communicate
12	Theoretical	Non-Formal (informal) to communicate
13	Theoretical	Communicate outside the organization
14	Theoretical	Communicate outside the organization
15	Theoretical	To communicate verbally
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Midterm Examination	1	12	1	13



Final Examination	1	19	1	20
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Communicate with individual
2	Organizational communication
3	Communicate in writing
4	Formally communicate
5	Communicate with non-forma

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
P1	5	5	5	5	5
P3	5		5	5	5
P4	5	5	5	5	5
P5	4	5	5	4	5
P6	5				
P8	4	4	4	4	4
P9			4		4

