



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

Course Title	Effective Presentation Skills								
Course Code	İKY300			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	This course aims to teach students the skills to make impressive presentations.								
Course Content	Presentation preparation techniques, the ability to appeal to the masses, presentation preparation before, during presentation rules								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Discussion, Case Study, Individual Study								
Name of Lecturer(s)	Ins. Hüseyin YERLİKAYA								

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	Etkili Sunumlar İçin El Kitabı, 2013. Türkiye Bilimsel ve Teknolojik Araştırma Kurumu, ANKARA.
3	Konu ile ilgili fotoğraf, video v.b. görsel ve işitsel destekli tüm kaynaklar

Week	Weekly Detailed Course Contents	
1	Theoretical	What is the presentation?
2	Theoretical	Preparation Before Presentations
3	Theoretical	Cautions on to do an Effective Presentation
4	Theoretical	Content Format and Presentation Techniques
5	Theoretical	The order of presentation
6	Theoretical	Frequent Mistakes
7	Theoretical	Sample Presentations
8	Theoretical	Midterm
9	Theoretical	Student Presentations and Evaluation
10	Theoretical	Student Presentations and Evaluation
11	Theoretical	Student Presentations and Evaluation
12	Theoretical	Student Presentations and Evaluation
13	Theoretical	Student Presentations and Evaluation
14	Theoretical	Student Presentations and Evaluation
15	Theoretical	Student Presentations and Evaluation

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	4	0	4
Midterm Examination	1	8	1	9
Final Examination	1	8	1	9
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Needs to be done before the presentation
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2	Factors that increase the efficiency of presentation
3	Development of skills can appeal to the masses
4	The elimination of errors in the presentation
5	Developing ability to use visual promotional material

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
P3	3	3	3	3	3
P8	3	3	3	3	3

