



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication and Body Language							
Course Code		AŞL113		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to enhance students' written, verbal and non-verbal communicative skills.							
Course Content		Definition , qualities, processes, and elements of communication, written and verbal communication, effective listening skills, non-verbal communication and body language, organizational communication, obstacles							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Nurcan YILMAZ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Bahar, Emel (2011), Mesleki Yazışmalar. Detay Yayıncılık, Ankara.
2	Mısırlı, İrfan (2008), Genel ve Teknik İletişim, Detay Yayıncılık, Ankara.
3	Mısırlı, İrfan (2008), Genel ve Teknik İletişim, Detay Yayıncılık, Ankara. Mısırlı, İrfan (2008), Genel ve Teknik İletişim, Detay Yayıncılık, Ankara.
4	Navarro, Joe ve Marvin Karlins (2010), Beden Dili. Çev: Taylan Taftaf. Alfa Basım Yayım, İstanbul.
5	McKay, Matthew vd. (2010), İletişim Becerileri. Çev: Özgür Gelbal, HYB Basım Yayım, Ankara.
6	Turizm İşletmelerinde Halkla İlişkiler ve İletişim – Doç. Dr. Şirvan Şen DEMİR

Week	Weekly Detailed Course Contents	
1	Theoretical	Communication Concept Definition and Importance
2	Theoretical	Communication Processes and Components
3	Theoretical	Types of Communication
4	Theoretical	Oral Communication and Oral Communication Components
5	Theoretical	Effective Speaking and Effective Listening
6	Theoretical	Written communication , written communication in the event Factors
7	Theoretical	Department of Business Text Types and Business Writing
8	Theoretical	Nonverbal Communication and Nonverbal Communication Functions
9	Theoretical	Nonverbal Communication Types
10	Theoretical	Body Language, Components and Features
11	Theoretical	Distances , Looks , First Impressions , Color of place in non-verbal communication
12	Theoretical	Organizational Communication , Purpose and Importance
13	Theoretical	Organizational Communication Tools
14	Theoretical	Communication Barriers and Effective Communication
15	Theoretical	Effective Communication Methods
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11



Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Students can define communication.
2	Students can explain the significance and function of communication for individuals and for the society.
3	Students can highlight the importance of communication in social life.
4	Students can explain the significance and function of body language for individuals and for the society.
5	Students can use body language effectively in daily life and at work.
6	Students can demonstrate effective communication skills.

Programme Outcomes (Tourism and Hotel Management)

1	To know the concept of tourism management well and to adapt the areas of economy, accounting, finance, management, marketing, human resources to the tourism sector.
2	To have knowledge of the tourism sector and the accommodation, food and beverage, travel, transportation, entertainment and other businesses that constitute the sub-industry of tourism.
3	To have knowledge about the coordination and integration of sub-industries of the tourism sector. To adsorb the communication and coordination between hotel departments.
4	To follow the developments in the tourism sector and to renew himself/herself.
5	To know the legislation about the structure and operation of the tourism sector. To have knowledge about the legal regulations regarding tourism businesses and tourism types.
6	To have detailed information about accommodation businesses and to learn the basic areas of hotel management (front office, housekeeping, food and beverage services, entertainment services).
7	To be able to communicate with guests in written and verbal and to have the power of persuasion. To have knowledge about sales and marketing and to have the ability to persuade.
8	To have basic computer knowledge and ability to use related programs. To have knowledge about software used in the hospitality industry.
9	To learn about Atatürk's principles and reforms. To have knowledge about history and geography. To have enough knowledge about the geography of Turkey and world tourism.
10	To have sufficient degree knowledge of English (reading, writing, listening and speaking). To be able to communicate with guests in English (written and verbal).
11	To have detailed information about occupational health and safety. To know well the legislation determined within the scope of occupational health and safety and to follow the developments.
12	To be able to produce ideas about the solution of business or guest problems and apply them.
13	To adopt the company she/he works, to fulfill his responsibilities and to be prone to teamwork. To fulfill the requirements of the department she/he works. To act in accordance with the hierarchical order of tourism businesses.

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

	L1
P1	5
P2	5
P3	5
P4	5

