



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|------------|--|---|----------------------------------|---|------------|---|
| 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

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| 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

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|---|--|
| 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 (Cooking)

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|----|---|
| 1 | An ability to use theoretical knowledge in practice |
| 2 | Ability to work in teams, including interdisciplinary |
| 3 | An ability to manage a process to meet requirements |
| 4 | An ability to identify and solve problems in professional practice |
| 5 | Awareness of professional ethics and responsibility |
| 6 | Awareness of the necessity of lifelong learning and the ability to realize this |
| 7 | Ability to have knowledge about sectoral problems |
| 8 | An ability to understand and apply professional legal regulations |
| 9 | Ability to communicate effectively |
| 10 | Ability to use communication tools and other professional tools and techniques |
| 11 | An ability to plan and implement professional processes |
| 12 | Ability to communicate in a foreign language |
| 13 | Professional self-confidence skills |
| 14 | Entrepreneurship skills |
| 15 | Ability to understand and apply social and social responsibilities |

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

| | L1 | L2 | L3 | L4 | L5 | L6 |
|-----|----|----|----|----|----|----|
| P1 | 2 | 2 | 2 | 2 | 2 | 2 |
| P2 | 5 | 5 | 5 | 5 | 5 | 5 |
| P3 | 5 | 5 | 5 | 5 | 5 | 5 |
| P4 | 3 | 4 | 4 | 4 | 3 | 3 |
| P5 | 4 | 4 | 4 | 4 | 2 | 2 |
| P6 | 3 | 3 | 3 | 3 | 1 | 1 |
| P7 | 1 | 1 | 1 | 1 | 1 | 1 |
| P8 | 2 | 2 | 2 | 2 | 4 | 4 |
| P9 | 1 | 1 | 1 | 1 | 5 | 5 |
| P10 | 5 | 5 | 5 | 5 | 5 | 5 |
| P11 | 5 | 5 | 5 | 5 | 4 | 4 |
| P12 | 5 | 5 | 5 | 5 | 4 | 4 |
| P13 | 4 | 4 | 4 | 4 | 3 | 3 |
| P14 | 3 | 3 | 3 | 3 | 4 | 4 |
| P15 | 4 | 4 | 4 | 4 | 4 | 4 |

