



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|----------------------|--|---|---------------------------------|---|------------|---|
| Course Title | | Behavioural Science | | | | | | | |
| Course Code | | İK102 | | Course Level | | First Cycle (Bachelor's Degree) | | | |
| ECTS Credit | 4 | Workload | 102 (<i>Hours</i>) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | The aim of this course, to teach basic theories of various disciplines describing the behavior of people in business particularly psychology and sociology and to lead how to apply them in business. | | | | | | | |
| Course Content | | Behavioral science methods, basic theories in social psychology, changes in the culture and behavior, the concept of personality, personality development and personality theories and types... | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Individual Study | | | | | |
| Name of Lecturer(s) | | Assoc. Prof. Funda ODUNCUOĞLU | | | | | | | |

Assessment Methods and Criteria

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

Recommended or Required Reading

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| 1 | Feyzullah, EROĞLU, Davranış Bilimleri, Beta Basım A.Ş., İstanbul, 2011. |
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| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Definition and Development of the Behavioral Sciences |
| 2 | Theoretical | Behavioral Science Methods |
| 3 | Theoretical | Basic Theories in Social Psychology |
| 4 | Theoretical | Needs As A Basic Resource of Behaviors |
| 5 | Theoretical | Plane of Behavior-Status and Role Behavior |
| 6 | Theoretical | Social Groups |
| 7 | Theoretical | Social Influence and Conformity Behavior |
| 8 | Theoretical | Definition, Variety and Scope of Culture |
| 9 | Intermediate Exam | Midterms |
| 10 | Intermediate Exam | Midterms |
| 11 | Theoretical | Changes in the Culture and Behavior |
| 12 | Theoretical | The Concept of Personality, Personality Development and Personality Theories and Types |
| 13 | Theoretical | Social Stratification and Provision of Social Mobility through Education |
| 14 | Theoretical | Interpersonal Communication and Mass Communication Processes |
| 15 | Theoretical | Stress Management and Behavior |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 13 | 0 | 3 | 39 |
| Individual Work | 13 | 0 | 2 | 26 |
| Midterm Examination | 1 | 15 | 1 | 16 |
| Final Examination | 1 | 20 | 1 | 21 |
| Total Workload (Hours) | | | | 102 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 4 |

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

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|---|---|
| 1 | Analyze the fundamentals of people's behavior in the business. |
| 2 | Reviews the theoretical knowledge to solve problems enterprises have. |
| 3 | Reviews enterprises to solve problems that have practical knowledge. |



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| 4 | Re-interpret and relate theories and methods according to the results obtained. |
| 5 | Explain the basic concepts of behavioral sciences. |

Programme Outcomes (Human Resources Management)

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|----|--|
| 1 | Having adequate scientific knowledge of Human Resources Management, basic business concepts and other social sciences |
| 2 | Thinking critically and analytically |
| 3 | Having knowledge of communication and information technologies |
| 4 | In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects |
| 5 | In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together. |
| 6 | Ability to interpret basic Business concepts from Human Resource Management perspective |
| 7 | Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues |
| 8 | Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills |
| 9 | Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people |
| 10 | Enriching result oriented working approach with continuous learning approach |
| 11 | Strong oral and written communication skills and ability to present ideas and information effectively |
| 12 | Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level |
| 13 | Ability to work with people of various cultural and educational background by valuing team work, developing empathy and listening skills |
| 14 | Being conscious on social, academic and professional ethical values |
| 15 | Development of critical theoretical appreciation of 'how', 'why' and 'where' HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life |

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

| | L1 | L2 | L3 | L5 |
|-----|----|----|----|----|
| P1 | 2 | 3 | 5 | |
| P2 | | | | 3 |
| P4 | 5 | 4 | | |
| P6 | | | 5 | 5 |
| P7 | | 5 | | |
| P9 | 4 | | | |
| P12 | | 3 | | |
| P13 | 4 | | | |
| P14 | | | | 3 |
| P15 | | 2 | 3 | |

