



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Effective Communication and Body Language							
Course Code		İK453		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	151 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Development of students´ verbal and nonverbal communication skills.							
Course Content		Communication, Communication Types, Communication Skills and Body Language.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Lec. Derya GÜL ÖZTÜRK							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Metin IŞIK, Etkili İletişim ve Beden Dili, Sakarya, 2012.
2	Metin IŞIK, Sizinle İletişebilir Miyiz?, Eğitim & Akademi Yayınları, Konya, 2011.
3	Metin IŞIK(ed.), Genel ve Teknik İletişim, Eğitim & Akademi Yayınları, Konya, 2011.

Week	Weekly Detailed Course Contents	
1	Theoretical	What is communication? The importance and function of communication for the individual and society.
2	Theoretical	Types of communication... The phenomenon of internal and interpersonal communication.
3	Theoretical	Types of communication... The phenomenon of mass and organizational communication.
4	Theoretical	Communications begins with you. Recognition of human nature.
5	Theoretical	The perspective of self description: Effective speech
6	Theoretical	Being a good listener: Effective listening.
7	Theoretical	Golden key of communication: Empathy.
8	Theoretical	First impression and its importance in communication.
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	What is body language? Why is it important?
12	Theoretical	The code of body language: Facial expression, arm-hand movement.
13	Theoretical	The code of body language: Interpersonal distance and physical appearance.
14	Theoretical	The effective using of body language in business life: Practice and case studies.
15	Theoretical	Discover who are you: communication skills and personality analyses test application.

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Individual Work	13	0	3	39
Midterm Examination	1	20	1	21
Final Examination	1	25	1	26
Total Workload (Hours)				151
[Total Workload (Hours) / 25*] = ECTS				6

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Defines the concept of communication.
2	Explains the importance and function of communication for the individual and society.



3	Emphasizes the importance of communication skills in social life.
4	Explains the functions and importance of body language.
5	Indicates the effective using of body language in daily and business life.
6	Indicate how effective body language and effective communication can be in business applications.
7	Analyses the case studies.

#### Programme Outcomes (Human Resources Management)

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 health 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	L4	L5	L6	L7
P1	1	1	1	2	2	1	1
P2	3	4	5	4	3	4	4
P3	2	3	2	2	2	5	5
P4	5	2	5	3	4	2	2
P5	5	5	2	2	2	5	5
P6	3	5	5	4	5	3	2
P7	3	4	5	2	3	5	5
P8	5	5	3	5	5	3	2
P9	3	2	4	2	3	5	5
P10	5	5	2	4	5	3	3
P11	5	5	5	2	3	5	5
P12	2	3	2	2	1	3	4
P13	4	4	5	2	3	2	5
P14	5	5	5	4	5	5	3
P15	2	2	4	4	3	4	5

