



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Protocol and Social Conduct							
Course Code		İK454		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		This course aims to gain abilities represent to the institution, set an example to another officers, gain knowledge of protocol, exhibit behaviour and practice that knowledges in place and on time.							
Course Content		The definition of protocol and to study its historical background, to carry out a protocol of social attitude, to carry out the protocol in corporate activities, personal –care and to choose dress and accessories.							
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	Nihat AYTÜRK, Protokol Yönetimi, TODAİE Yayınları.
2	İrfan MISIRLI, Sosyal Davranışlar ve Protokol Bilgisi, Detay Yayıncılık. Ulusal ve Resmi Bayramlar ile Mahalli Kurtuluş Günleri, Atatürk Günleri ve Tarihi Günlerde Yapılacak Tören ve Kutlamalar Yönetmeliği.

Week	Weekly Detailed Course Contents	
1	Theoretical	Acquaintance and edification about course of proceeding.
2	Theoretical	The definition of protocol and to study its historical background.
3	Theoretical	To carry out a protocol of social attitude.
4	Theoretical	To carry out a protocol of social attitude.
5	Theoretical	To carry out a protocol of social attitude.
6	Theoretical	To carry out the protocol in the agency and institute
7	Theoretical	To carry out the protocol in the agency and institute.
8	Theoretical	To carry out the protocol in the agency and institute
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	To carry out the protocol in corporate activities.
12	Theoretical	Personal care.
13	Theoretical	To choose dress and accessories
14	Theoretical	General evaluation.
15	Theoretical	General Assessment

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	At the end of this course, the student can explain the rules of the protocol.
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2	At the end of this course, students can manage personal image.
3	That management of the organization of management consulting services to understand the growing importance today.
4	Learns the concepts of protocol and manners, rules governing social life, history of protocol.
5	Learn the rules of manners and protocol about greeting and acquaintance, the principles of the forms of addressing, the rules of etiquette and protocol when talking and writing.
6	Learn the rules of good manners and protocol about gifts and flowers.

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

