



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Organizational Communication							
Course Code		BYY215		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This course aims to provide students with sufficient information about organizational communication.							
Course Content		Communication and communication models - Communication functions - Perception and persuasive communication - Time management in organizational communication - Concept of organizational communication - Objectives and functions of communication in organizations - Organizational conflict - Prevention of communication in organizations - Effective speaking and listening - Stress management in organizational communication -Behavior and obedience							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Organizational Communication, Assist. Assoc. Dr. Hasan TUTAR
2	Communication and Job Satisfaction in Organizations, Dr. Birol GÜLNAR
3	Organizational Communication (Communication Satisfaction and Corporate Commitment), Özlem GÜLLÜOĞLU

Week	Weekly Detailed Course Contents	
1	Theoretical	Communication and communication models
2	Theoretical	Functions of communication
3	Theoretical	Perception and persuasive communication
4	Theoretical	Compliance and obedience
5	Theoretical	Concept of organizational communication
6	Theoretical	The purpose and function of communication in organizations
7	Theoretical	Forms of communication in organizations
8	Intermediate Exam	Midterm
9	Theoretical	The importance of communications in organizations
10	Theoretical	Factors that hinder effective communication in organizations
11	Theoretical	Organizational conflict
12	Theoretical	Effective speaking and listening
13	Theoretical	Public relations as a form of organizational communication
14	Theoretical	Stress management in organizational communication
15	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	1	10
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	The concept of organizational communication and competence to communicate in business life
2	Factors impeding effective communication in organizations
3	Having knowledge about organizational conflict techniques
4	To have knowledge about types of organizational communication.
5	To learn the concept of communication.

Programme Outcomes (Office Management and Executive Assistantship)

1	Use of information and communication technology tools and other professional tools ability.
2	The ability of planning and practicing vocational process.
3	The ability of communicating in foreign language.
4	Vocational self-confidence ability.
5	Entrepreneurship ability.
6	The ability of using the theoretical information in the application.
7	The ability of managing process to supply.
8	The ability of working with the inclusion of interdisiplener team.
9	The ability of defining and solving problems at vocational practice.
10	Professional ethics and responsibility.

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

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	5	4	5	5	5
P4	5	5	5	5	4
P5	2	2	2	3	4
P6	3	3	3	3	3
P7	3	3	4	4	5
P8	4	4	4	4	5
P9	3	5	5	5	4
P10	4	4	4	5	4

