



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		General Communication							
Course Code		BYY209		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, students will gain competencies to communicate between oral, non-verbal, written, formal, non formal and intra-organizational and non-formal.							
Course Content		Oral Communication, Written Communication, Non-verbal Communication, Formal Communication, Non-Formal Communication, Non-Organizational Communication							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)		Ins. Sefa AKBAŞ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	General Communication, Assoc.Dr.Hasan Tutar
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Week	Weekly Detailed Course Contents	
1	Theoretical	Verbal communication
2	Theoretical	Verbal communication
3	Theoretical	Establish a written communication
4	Theoretical	Establish a written communication
5	Theoretical	Establish a written communication
6	Theoretical	Establish non-verbal communication
7	Theoretical	Establish non-verbal communication
8	Intermediate Exam	Midterm
9	Theoretical	Establish formal communication
10	Theoretical	Establish formal communication
11	Theoretical	Establish formal communication
12	Theoretical	Establish informal communication
13	Theoretical	Establish informal communication
14	Theoretical	Establish non-governmental communication
15	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	9	1	10
Final Examination	1	11	1	12
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Individual communication.
2	Organizational communication.
3	To know the concept of communication.



4	To establish written and oral communication.
5	Communicating with body language.

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 interdisciplinary 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	4	4	4
P4	5	5	5	5	5
P5	5	5	5	5	5
P6	4	4	4	4	4
P7	4	4	4	4	4
P8	3	3	3	3	3
P9	3	5	5	5	5
P10	5	5	5	5	5

