



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|----------|--------------|--------|----------------------------------|----------|---|------------|---|
| Course Title | Communication II | | | | | | | | |
| Course Code | ÇMH114 | | Course Level | | Short Cycle (Associate's Degree) | | | | |
| ECTS Credit | 3 | Workload | 75 (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), Demonstration, Discussion, Case Study, Individual Study | | | | | | | | |
| Name of Lecturer(s) | | | | | | | | | |

Assessment Methods and Criteria

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

Recommended or Required Reading

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| 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 | Written Communication |
| 4 | Theoretical | Written Communication |
| 5 | Theoretical | Making non-verbal communication |
| 6 | Theoretical | Making non-verbal communication |
| 7 | Theoretical | Making non-verbal communication |
| 8 | Theoretical | Making non-verbal communication |
| 9 | Theoretical | Formal Communication |
| 10 | Theoretical | Formal Communication |
| 11 | Theoretical | Informal Communication |
| 12 | Theoretical | Informal Communication |
| 13 | Theoretical | Informal Communication |
| 14 | Theoretical | Communicating outside the organization |
| 15 | Theoretical | Communicating outside the organization |
| 16 | Final Exam | Semestr final exam |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 0 | 2 | 28 |
| Assignment | 15 | 0 | 1 | 15 |
| Individual Work | 10 | 0 | 1 | 10 |
| Midterm Examination | 1 | 10 | 1 | 11 |
| Final Examination | 1 | 10 | 1 | 11 |
| Total Workload (Hours) | | | | 75 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 3 |

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

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|---|--|
| 1 | Individual communication |
| 2 | To communicate organizationally |
| 3 | To know the concept of communication. |
| 4 | To recognize the mass communication tools. |
| 5 | To recognize the organizational communication tools. |

Programme Outcomes (Call Center Services)

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|----|---|
| 1 | Ability to use information and communication technology tools and other professional tools and techniques |
| 2 | Ability to plan and implement professional processes |
| 3 | Foreign language communication skills |
| 4 | Professional confidence |
| 5 | Entrepreneurship Skills |
| 6 | Ability to use theoretical domain knowledge in practice |
| 7 | Ability to manage a process to meet requirements |
| 8 | Work skills in teams, including interdisciplinary |
| 9 | Ability to identify and solve problems in professional practice |
| 10 | Professional ethics and accountability |

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 | 5 |
| P5 | 5 | 5 | 5 | 5 | 5 |
| P6 | 4 | 4 | 4 | 4 | 5 |
| P7 | 4 | 4 | 4 | 4 | 5 |
| P8 | 3 | 3 | 4 | 4 | 5 |
| P9 | 3 | 5 | 5 | 4 | 5 |
| P10 | 5 | 5 | 5 | 4 | 5 |

