



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Case Study							
Course Code		ÇMH217		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	2	Practice	2	Laboratory	0
Objectives of the Course		The aim of this course is to help students who are at the stage of graduation with theoretical knowledge in the courses they take within the curriculum, to provide practical response to these achievements in their professional lives, by providing them with case study and behavior analysis skills over the current business relationships in professional life and concrete events arising under market conditions.							
Course Content		This information is reinforced by the functioning of institutional structures in the call center sector, customer profiles, customer representative profiles, application projects to be given to students, case studies and analysis of current issues. To provide students with the competence to get an idea about potential events after graduation in the sector and to find solutions to the problems that may arise.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Lecture Notes
2	Concrete case examples obtained from working life and internet environment, documents containing case study content.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction of the Course Basic Concepts
2	Theoretical	Case, Analysis and Case Study
3	Theoretical	Case, Analysis and Case Study
4	Theoretical	Case, Analysis and Case Study
5	Theoretical	Case, Analysis and Case Study
6	Theoretical	Case, Analysis and Case Study
7	Theoretical	Case, Analysis and Case Study
8	Intermediate Exam	Midterm
9	Theoretical	Case, Analysis and Case Study
10	Theoretical	Case, Analysis and Case Study
11	Theoretical	Case, Analysis and Case Study
12	Theoretical	Case, Analysis and Case Study
13	Theoretical	Evaluation
14	Theoretical	Evaluation

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	14	0	2	28
Assignment	11	0	2	22
Midterm Examination	1	10	1	11



Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Students who can successfully complete this course; will be able to solve the problems that they may encounter in business life.
2	They will be able to choose the most suitable professional field for her by exploring her personal communication skills.
3	Call Center enterprises will be able to explain customer profile and customer representative profiles, structure and operation of markets.
4	Compare the theoretical knowledge in the courses taken within the curriculum with the applications in the sector.
5	Students will be able to analyze the problems that they may encounter in professional life effectively.

Programme Outcomes (Call Center Services)

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	2	2	2	2	2
P2	3	3	3	4	4
P3	1	1	1	1	1
P4	5	5	5	5	4
P5	4	4	5	4	5
P6	5	5	5	4	4
P7	4	4	5	4	5
P8	3	3	2	2	2
P9	5	5	5	5	5
P10	3	3	3	3	3

