AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	General Communication						
Course Code	BYY209		Couse 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

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 *(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
P1	5
P2	5
P3	5
P4	5
P5	5
P6	5
P7	5
P8	5
P9	5
P10	5