



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication and Body Language							
Course Code		AŞL113		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 ( <i>Hours</i> )	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to enhance students' written, verbal and non-verbal communicative skills.							
Course Content		Definition , qualities, processes, and elements of communication, written and verbal communication, effective listening skills, non-verbal communication and body language, organizational communication, obstacles							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Nurcan YILMAZ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Bahar, Emel (2011), Mesleki Yazışmalar. Detay Yayıncılık, Ankara.
2	Mısırlı, İrfan (2008), Genel ve Teknik İletişim, Detay Yayıncılık, Ankara.
3	Mısırlı, İrfan (2008), Genel ve Teknik İletişim, Detay Yayıncılık, Ankara. Mısırlı, İrfan (2008), Genel ve Teknik İletişim, Detay Yayıncılık, Ankara.
4	Navarro, Joe ve Marvin Karlins (2010), Beden Dili. Çev: Taylan Taftaf. Alfa Basım Yayım, İstanbul.
5	McKay, Matthew vd. (2010), İletişim Becerileri. Çev: Özgür Gelbal, HYB Basım Yayım, Ankara.
6	Turizm İşletmelerinde Halkla İlişkiler ve İletişim – Doç. Dr. Şirvan Şen DEMİR

Week	Weekly Detailed Course Contents	
1	Theoretical	Communication Concept Definition and Importance
2	Theoretical	Communication Processes and Components
3	Theoretical	Types of Communication
4	Theoretical	Oral Communication and Oral Communication Components
5	Theoretical	Effective Speaking and Effective Listening
6	Theoretical	Written communication , written communication in the event Factors
7	Theoretical	Department of Business Text Types and Business Writing
8	Theoretical	Nonverbal Communication and Nonverbal Communication Functions
9	Theoretical	Nonverbal Communication Types
10	Theoretical	Body Language, Components and Features
11	Theoretical	Distances , Looks , First Impressions , Color of place in non-verbal communication
12	Theoretical	Organizational Communication , Purpose and Importance
13	Theoretical	Organizational Communication Tools
14	Theoretical	Communication Barriers and Effective Communication
15	Theoretical	Effective Communication Methods
16	Final Exam	Final Exam

### Workload Calculation

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



Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Students can define communication.
2	Students can explain the significance and function of communication for individuals and for the society.
3	Students can highlight the importance of communication in social life.
4	Students can explain the significance and function of body language for individuals and for the society.
5	Students can use body language effectively in daily life and at work.
6	Students can demonstrate effective communication skills.

### Programme Outcomes (Catering Services)

1	Genel turizm ve yiyecek içecek sektörü ile ilgili temel kavramları tanımlar.
2	Yiyecek içecek İşletmeciliği alanındaki yasal düzenlemeler, mesleki standartlarını, işletmelerin etkilendiği iç ve dış çevresel faktörleri bilir.
3	Yiyecek içecek ve ikram hizmetlerinin verildiği işletmelerin organizasyon yapısını ve işleyişini bilir ve uyum sağlar.
4	...
5	...
6	...
7	...
8	...
9	...
10	...
11	...
12	...
13	...

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

	L1	L2	L3	L4	L5	L6
P1	5	5	5	5	5	5
P2	5	5	5	5	5	5
P3	5	5	5	5	5	5
P4	5	5	5	5	5	5
P5	5	5	5	5	5	5

