



AYDIN ADNAN MENDERES UNIVERSITY
ATÇA VOCATIONAL SCHOOL
ECONOMICS AND ADMINISTRATIVE PROGRAMS
PUBLIC RELATIONS
COURSE INFORMATION FORM

Course Title	Executive Assistant								
Course Code	BYP106			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	79 (Hours)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course	With this course the student will gain competencies to Executive Assistant.								
Course Content	Secretarial profession in the world and in Turkey -Concepts related to Secretarial- Types of Secretarial - Personality characteristics of the Secretary-Occupational characteristics of the Secretary- Executive assistant features -Professional practice of the Secretary- The difference of assistant manager in communication- Executive assistant responsibility for making the organization.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study								
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Yönetici Asistanlığı, Prof.Dr. Dilaver TENGİLİMOĞLU
2	Büro Yönetimi ve Yönetici Asistanlığı, Nihat AYTÜRK
3	İş Hayatından Örneklerle Yönetici Asistanlığı ve Sekreterlik, Birol VURAL

Week	Weekly Detailed Course Contents	
1	Theoretical	Secretarial profession in the world and in Turkey Concepts related to Secretarial
2	Theoretical	Types of Secretarial Personality characteristics of the Secretary
3	Theoretical	Personality characteristics of the Secretary
4	Theoretical	Occupational characteristics of the Secretary
5	Theoretical	Occupational characteristics of the Secretary The professional practice of the Secretary
6	Theoretical	The professional practice of the Secretary
7	Theoretical	Historical development of assistant administrator Role and importance of Executive assistant
8	Intermediate Exam	Midterm exam
9	Theoretical	Role and importance of Executive assistant Executive assistant features
10	Theoretical	Executive assistant features
11	Theoretical	Executive assistant difference other employees
12	Theoretical	Executive assistants difference other employees The difference of assistant manager in communication
13	Theoretical	The difference of assistant manager in communication Executive assistant responsibility for making the organization.
14	Theoretical	Executive assistant responsibility for making the organization. Administrative activities to help
15	Theoretical	To help the managerial activities

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	14	0	1	14
Midterm Examination	1	15	1	16
Final Examination	1	20	1	21
Total Workload (Hours)				79
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To be able to analyze the basic concepts related to executive assistantship
2	To be able to examine the characteristics of the executive assistant
3	To be able to evaluate the skills of the executive assistant

