



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

Course Title	Personel Development								
Course Code	BYP116			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course	Recognize the capabilities of one's self and the way and methods, self improvement, hence an individual's job, education and social life to contribute to the development and success of the show								
Course Content	Business environment and the principles of communication, interpersonal communication, behavior patterns, Occupational qualifications, Professional hardware.								
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	Sandoval A, Personal Development Lecture Notes
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Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts and opinions regarding personal development
2	Theoretical	Person and personality formation
3	Theoretical	Person and personality formation
4	Theoretical	Self recognition
5	Theoretical	Self recognition
6	Theoretical	Individual barriers in front of the development
7	Theoretical	Blocks in front of the social development
8	Intermediate Exam	Midterm Exam
9	Theoretical	The physical and psychological limits
10	Theoretical	Success and failure
11	Theoretical	Güdülenme and methods
12	Theoretical	Learned helplessness, taught to failure
13	Theoretical	Objective and targets
14	Theoretical	Overcoming inertia and inertia
15	Theoretical	Unity of thought and action

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Lecture - Practice	14	0	1	14
Midterm Examination	1	7	1	8



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

1	They will be able to improve the proficiency of the person.
2	Professional will be able to improve their qualifications.
3	The target group are working and will be able to use the correct behavior patterns with the staff.
4	Vocational qualifications will be able to sort.
5	They will be able to develop professional equipment.

