



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Protocol And Social Behavior Principles							
Course Code		BYA106		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To understand protocol rules, etiquette and courtesy rules in social life and business environment.							
Course Content		Understand protocol rules and obey protocol rules.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading

1	Aksun, Belma(1980). Görgü Yaşama Sanatı. İstanbul: Tur Yayınları.
2	Aytürk, Nihat(2008). Protokol Bilgisi. Ankara: Nobel Yayıncılık.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of protocol concept, meaning, history, protocol legislation
2	Theoretical	Decency, courtesy, good manners and elegance rules
3	Theoretical	Protocol lists
4	Theoretical	Protocol lists
5	Theoretical	Rules governing social life: individual social relations and social roles in social life, the importance of regulatory rules in terms of social peace, the protocol applied in public, indoor environments
6	Theoretical	Rules governing business life: organizational hierarchy and protocol rules in business life, the rules governing business life, the effect on job satisfaction and work peace
7	Theoretical	Protocol to institutions and organizations: Addresses, introductions and introductions, greetings, handshakes, etc.
8	Theoretical	Protocol in written and oral communication: business card protocol, addressing letters, signature, speech and listening protocol
9	Intermediate Exam	Midterm
10	Theoretical	Protocol rules to be applied in corporate events
11	Theoretical	In vehicles, protocol, outlook protocol, relative initiation and dropout protocol
12	Theoretical	Opening, protocol rules in ceremonies and speeches, flag protocol
13	Theoretical	Meeting protocol
14	Theoretical	Invitation and visit protocol: in meals, gifts, flowers, etc.
15	Theoretical	Administrator-secretary protocol
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	30	0	1	30
Term Project	1	30	0	30
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	They explain the concepts of etiquette and protocol.
2	It implements basic manners and protocol rules.
3	It implements etiquette and protocol rules while talking and writing.
4	Applies valid etiquette and protocol rules in various environments.

