



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Organizational Communication							
Course Code		HAT152		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		One of the aim is teach to students basics concepts of organizational communication. Other one is gain competence of students in communication in business life.							
Course Content		Communication and Communication Patterns, Functions of Communication, Perception and Persuasive Communication, Compliance and Obedience Behavior, Organizational Communication Concept, Objectives and Functions of Organizational Communication, Communication Styles, The Importance of Communication in Organizations, Organizational Barriers to Effective Communication, Organizational Conflict, Effective Speaking and Listening, Public Relations as an Organizational Communication Format, Organizational Communication Stress Management, Time Management Organizational Communication.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Kurum Kültürü ve Örgütsel İletişim, Akıncı, Beril Z., İstanbul, 1998.
2	Örgütsel İletişim (İletişim Doymu ve Kurumsal Bağlılık), Güllüoğlu, Ö., Konya, 2011.
3	Örgütsel İletişim, Tutar, H., Ankara, 2009.

Week	Weekly Detailed Course Contents	
1	Theoretical	Organization, Individual and Needs. The Concept of Organizational Communication and Purpose of Organizational Communication
2	Theoretical	Functions of Communication
3	Theoretical	Perception and Persuasive Communication
4	Theoretical	Comply Behavior and Obedience
5	Theoretical	Organizational Effectiveness and Job Satisfaction in Organizations
6	Theoretical	What is a Group in an Organization? Group Qualifications, Leadership and Characteristics.
7	Theoretical	Forms of Organizational Communication, The Importance of Communication in Organizations
8	Intermediate Exam	Midterm Exam
9	Theoretical	Relationship between Organizational Communication and Job Satisfaction
10	Theoretical	Organizational Conflict
11	Theoretical	Factors Preventing Effective Communication in Organizations
12	Theoretical	Public Relations as an Organizational Communication Format
13	Theoretical	Stress Management in Organizational Communication
14	Theoretical	Human Resources in Organizational Communication
15	Theoretical	Time Management in Organizational Communication
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	2	1	3



Final Examination	1	4	1	5
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To have knowledge about the concept of organizational communication.
2	To learn the factors that prevent effective communication in organizations.
3	To have knowledge about organizational conflict techniques.
4	To understand the importance of the relationship between individuals and organizations in business life.
5	To be able to distinguish the basic differences between manager and leader.

Programme Outcomes (Cattle and Small Animal Breeding)

1	To be able to learn the basic science subjects for cattle and ovine production.
2	To be able to learn genetics and breeding in animal husbandry.
3	To be able to learn and apply feed production, feed analysis and evaluation and ration preparation techniques.
4	To be able to learn and apply large and small animal production techniques.
5	To learn animal diseases and health protection methods in animal husbandry.
6	To have knowledge about the tools and methods to be used in adopting new agricultural technologies to the producers.
7	Animal species and breeds and to recognize the basic features.
8	To be able to care the animal in pre-operative and post-operative periods with asepsis and antisepsis
9	To be able to help the veterinarian in the studies to be done for the prevention and control of parasite infestations and infectious diseases
10	To be able to assist the Veterinarian during the examination, imaging and surgical applications and to be able to carry out all kinds of applications planned by the Veterinary Surgeon

