



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Behavioural Science							
Course Code		İK102		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	102 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course, to teach basic theories of various disciplines describing the behavior of people in business particularly psychology and sociology and to lead how to apply them in business.							
Course Content		Behavioral science methods, basic theories in social psychology, changes in the culture and behavior, the concept of personality, personality development and personality theories and types...							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Funda ODUNCUOĞLU							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Feyzullah, EROĞLU, Davranış Bilimleri, Beta Basım A.Ş., İstanbul, 2011.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definition and Development of the Behavioral Sciences
2	Theoretical	Behavioral Science Methods
3	Theoretical	Basic Theories in Social Psychology
4	Theoretical	Needs As A Basic Resource of Behaviors
5	Theoretical	Plane of Behavior-Status and Role Behavior
6	Theoretical	Social Groups
7	Theoretical	Social Influence and Conformity Behavior
8	Theoretical	Definition, Variety and Scope of Culture
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Changes in the Culture and Behavior
12	Theoretical	The Concept of Personality, Personality Development and Personality Theories and Types
13	Theoretical	Social Stratification and Provision of Social Mobility through Education
14	Theoretical	Interpersonal Communication and Mass Communication Processes
15	Theoretical	Stress Management and Behavior

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Individual Work	13	0	2	26
Midterm Examination	1	15	1	16
Final Examination	1	20	1	21
Total Workload (Hours)				102
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Analyze the fundamentals of people's behavior in the business.
2	Reviews the theoretical knowledge to solve problems enterprises have.
3	Reviews enterprises to solve problems that have practical knowledge.



4	Re-interpret and relate theories and methods according to the results obtained.
5	Explain the basic concepts of behavioral sciences.

Programme Outcomes (Economics)

1	It defines and evaluates the basic economic concepts, theories, and methods.
2	It offers a basic level of policy proposals towards current economic problems.
3	It analyzes in the context of economic and social events in a historical perspective.
4	It explains the role of economic actors (such as government, company, or household) in the economy.
5	It follows national and international economic indicators and developments and it uses economic knowledge and methods in different areas.
6	It provides methods, tools and techniques necessary for the modelling and analysis of economic data and evaluates outcomes accordingly.
7	It defines economic systems, decision-making, policies and problems and it provides feedback about them.
8	It benefits from other disciplines that contribute to economic basis and holds a basic knowledge of these disciplines.
9	It explains and comments on economic growth, development and productivity problems on basic grounds.
10	It provides sufficient know-how in sub-branches such as public economics, industry, agriculture, environment and natural resources, labor, knowledge and ownership of the economy, international finance, money, in political economy and econometrics.
11	It defines and evaluates the concept of business on basic grounds.
12	It provides a sufficient level of legal know-how that may be demanded from high skill labor in both public and private sectors.
13	It defines the role of innovation, creativity and technology in the dynamic global economy.
14	It shows skills that will be useful for future employment opportunities and the working environment.
15	It considers science as a rational individual with professional and ethical responsibility.

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

	L1	L2	L3	L4	L5
P8	3	4	3	3	4
P11	4	3	4	4	3
P15	4	3	3	4	4

