



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Effective Communication Skills							
Course Code		BSÖ553		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	7	Workload	176 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to teach the subjects which are complementary of oral communication both in theory and practice in order to be a good communicator at national and international level.							
Course Content		Methods to enable students to communicate effectively verbally or nonverbally							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Effective Communication (John Adair translated by Ömer Çolakoğlu), Babıali Kültür Publication
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Week	Weekly Detailed Course Contents	
1	Theoretical	Communication concept and process
2	Theoretical	Elements of communication
3	Theoretical	Face to face communication
4	Theoretical	The concept and definition of nonverbal communication
5	Theoretical	Physical touch in nonverbal communication Proximity Orientation Head movements Facial expressions Gestures Posture Eye movement and eye contact Nonverbal aspects of speech
6	Theoretical	Emphasis on body language Body language warning Body language emotionality The shape of faces in body language Reading nonverbal Ways to improve body language Reasons for improving body language Misleading body language
7	Theoretical	Closed body language Submissive body language Romantic body language Relax body language Ready body language
8	Theoretical	Midterm exam
9	Theoretical	Strong body language Bored body language Classification of touch Functions of touch The effect of touch on the growth and development of people Fragrances in the communication process Fragrance alphabet Functions of fragrances
10	Theoretical	Listening concept Aims of listening Stages of listening Preparing for listening Applying listening process model Evaluating the effectiveness of listening process Determining new objectives
11	Theoretical	Types of listening Active and passive listening Superficial and deep listening Empathic and objective listening Informative listening Relational listening Appreciation listening Descriptive listening
12	Theoretical	Listening Why do we listen? Reasons for good listening Ways to be a good listener Types of listening Overview of colors
13	Theoretical	Language of colors Properties of colors Psychological effects of colors Colors in business colors in clothing Colors in rooms Colors in flowers
14	Theoretical	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	5	140
Individual Work	4	4	4	32
Midterm Examination	1	1	1	2



Final Examination	1	1	1	2
Total Workload (Hours)				176
[Total Workload (Hours) / 25*] = ECTS				7
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Explain the basic concepts of communication.
2	Will be able to explain issues related to effective communication skills.
3	Will be able to analyze case studies related to effective communication.
4	Evaluate the benefits of effective communication skills in educational settings.
5	Discuss the effective communication practices that can be used in educational environments.

### Programme Outcomes (Physical Education and Sports Master)

1	Uses application and problem solving skills in interdisciplinary studies.
2	Develops basic scientific knowledge and attitude appropriate to body and sport.
3	Interpret the results of test development and measurement for the development of individuals in physical education and sport.
4	Explains the scientific methods in physical education and sports.
5	Follow national and international developments in the field and maintain professional development.
6	Beden eğitimi ve spor örgütlerinin örgüt iklimi ve kültürünü tanımlar.

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

	L1	L2	L3	L4	L5
P1	2	4	3	1	2
P2	3	2	2	2	2
P3	4	1	2	2	4
P4	3	2	4	3	3
P5	2	3	2	4	3
P6	4	1	1	2	2

