



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Effective Presentation Techniques								
Course Code	BYA182		Course Level		Short Cycle (Associate's Degree)				
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	With this course, It is aimed to prepare presentation with Powerpoint program.								
Course Content	Presentation methods and steps, creating visuals, presentation software, visual literacy.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion								
Name of Lecturer(s)	Ins. Gürkan YILMAZ, Ins. Mustafa ALP, Lec. İhsan Bülent HELVA								

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Eğİnli, Ayşen T.; Gürüz, Demet (2010). Etkili Sunum Teknikleri. Ankara: Detay Yayıncılık
2	Akım, Feride (2014). Halkla İlişkilerde Etkili Konuşma ve Sunum Teknikleri. İstanbul: Derin Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Presentation methods
2	Theoretical	Presentation methods
3	Theoretical	Presentation methods
4	Theoretical	Effective presentation process
5	Theoretical	Effective presentation process
6	Theoretical	Effective presentation process
7	Theoretical	The mistakes made in the presentation
8	Theoretical	The mistakes made in the presentation
9	Intermediate Exam	Midterm
10	Theoretical	Using Visual Materials I
11	Theoretical	Using Visual Materials I
12	Theoretical	Presentation software
13	Theoretical	Presentation software
14	Theoretical	Presentation software
15	Theoretical	Presentation work in the power point environment
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	1	10
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Be able to plan the presentation.
2	List what needs to be done before, during and after the presentation.



3	Be able to use effective body language.
4	Will be able to use visual materials effectively.
5	PowerPoint shows the slides it prepares.

Programme Outcomes (*Banking and Insurance*)

1	Having adequate infrastructure in the fields of economics, law, accounting, basic management, management and field; to use theoretical and practical knowledge in these areas.
2	To acquire the ability to use computer software and hardware at the basic level required by the field
3	To be able to interpret and evaluate data, to be able to identify and analyze problems using basic knowledge and skills acquired in the field
4	To have a consciousness of historical values, social responsibility, universal, social and professional ethics
5	To be able to identify and effectively use the modern techniques, tools and information technologies required for applications related to the field.
6	Having the ability to plan and project using the professional environment and tools related to the field
7	Be equipped with the ability to produce solutions, take responsibility in teams or in individual work

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

	L1	L2	L3	L4	L5
P2	4	4	4	4	4
P5	4	4	4	4	4
P6	4	4	4	4	4
P7	3	3	3	3	3

