



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication and Body Language							
Course Code		TAB297		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	1	Practice	1	Laboratory	0
Objectives of the Course		Both business life as well as provide students to be able to communicate effectively in daily life and it aimed them utilized the right body language.							
Course Content		Factors affecting communication, items of communication, communication models, the items necessary to establish communication, communication types, mass communication, will have about mass media and mass communication theories. Contact work area of interdisciplinary character and define its relation to other areas of research in this area and they are aware of the richness of the content, they will understand the impact of individual and social life, the center of our communications.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study					
Name of Lecturer(s)		Assoc. Prof. İlkay YAVAŞ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Aziz, Aysel; İletişime Giriş, Hiperlink Yayınları, İstanbul-Ekim 2010.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Communication, body language and effective communication
2	Theoretical	The impact of culture and cultural differences of body language, movements of the head, feet and legs
3	Theoretical	Studies arms crossed, gestures and facial expressions.
4	Theoretical	Security areas, seating arrangements
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6	Theoretical	Lie To Me will be monitored in the classroom and will be taking part in a series of analyzes the movement of body language in real life
7	Theoretical	Protocol rules
8	Theoretical	An overview
9	Theoretical	Setup behavior, status indicators, colors
10	Theoretical	Photo samples and their analysis of the movement of the body language used in everyday life
11	Theoretical	Adab-i rules of good manners, and telephone calls
12	Theoretical	Considerations in the use of body language in business meetings
13	Practice	Student presentations will develop the skills to use body movements to the audience
14	Practice	Student presentations will develop the skills to use body movements to the audience
15	Practice	Student presentations will develop the skills to use body movements to the audience
16	Final Exam	Assesment

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	1	14
Lecture - Practice	14	0	2	28
Midterm Examination	1	3	1	4



Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	It needs to pay attention to what it is and how to ensure effective communication of body language.
2	Learn what it means to move the body language and how to use body language in different cultures.
3	Interprets the movement of body language
4	Learn the rules of protocol
5	Develop speaking skills in front of community

Programme Outcomes (Cosmetic Technology)

1	To know the classification of cosmetic raw materials, for what purpose, in which products and how much they should be used
2	Define and classify cosmetics,
3	To define, classify toxicity, Toxic substances and detoxification ways of these substances to know. To be able to analyze toxic substances.
4	To be aware of the precautions to be taken when working with hazardous chemicals in terms of laboratory safety and human health.
5	To have the ability to use basic mathematical methods to produce solutions.
6	To be able to define the carrier systems used in cosmetics, to be able to choose the carrier system to be used according to the cosmetic product.
7	To know and apply the necessary tests in cosmetic raw materials, intermediate products and finished products.
8	Depending on the Atatürk nationalism in accordance with Atatürk's principles and reforms, adopted the national, moral, spiritual and cultural values of the Turkish Nation, and has adopted that the Turkish language is a rich, rooted and productive language; have love and awareness of language; to have the ability to use the foreign language sufficiently to have the pleasure and habit of reading and need professionally.

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	2	3	3	3	3

