

EFFECTIVE COMMUNICATION AND BODY LANGUAGE

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| 1 | Course Title: | EFFECTIVE COMMUNICATION AND BODY LANGUAGE | |
| 2 | Course Code: | YBS5112 | |
| 3 | Type of Course: | Optional | |
| 4 | Level of Course: | Second Cycle | |
| 5 | Year of Study: | 1 | |
| 6 | Semester: | 2 | |
| 7 | ECTS Credits Allocated: | 3.00 | |
| 8 | Theoretical (hour/week): | 2.00 | |
| 9 | Practice (hour/week): | 0.00 | |
| 10 | Laboratory (hour/week): | 0 | |
| 11 | Prerequisites: | | |
| 12 | Language: | Turkish | |
| 13 | Mode of Delivery: | Face to face | |
| 14 | Course Coordinator: | Dr. Öğr. Üyesi MERYEM AYŞEGÜL KOZAK ÇAKIR | |
| 15 | Course Lecturers: | | |
| 16 | Contact information of the Course Coordinator: | <p>Dr. Öğretim Üyesi Ayşegül KOZAK ÇAKIR kozak@uludag.edu.tr +90 224 294 26 95 Dahili: 62728</p> <p>Uludağ Üniversitesi İnegöl İşletme Fakültesi Yönetim Bilişim Sistemleri Bölümü İnegöl-BURSA</p> | |
| 17 | Website: | | |
| 18 | Objective of the Course: | It is aimed for students to learn interpersonal communication skills and to be able to communicate well in their work and daily lives and to improve their quality of life by expressing themselves correctly. | |
| 19 | Contribution of the Course to Professional Development: | Gains the necessary communication skills in business life. | |
| 20 | Learning Outcomes: | | |
| | | 1 | Will learn interpersonal communication skills. |
| | | 2 | Will be able to express themselves correctly. |
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| 21 | Course Content: | | |
| | | Course Content: | |
| Week | Theoretical | Practice | |
| 1 | Introduction to communication, the importance of communication for the individual and society | | |

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| 2 | Communication definition, communication process and its elements: Making sense of the communication process with the help of communication models | |
| 3 | Nonverbal Communication (Body Language, Symbolic Communication) | |
| 4 | Written Communication, Verbal Communication | |
| 5 | Communication pyramid, interpersonal communication definition, basic concepts related to interpersonal communication | |
| 6 | Use of words in interpersonal communication, language and beyond language, messages and index structure | |
| 7 | lesson repetition | |
| 8 | Communication levels, presentation of the self in communication | |
| 9 | Effective communication, the importance of listening in effective communication, communication barriers | |
| 10 | The factors to be considered while speaking in communication, the characteristics of successful speakers | |
| 11 | Effective use of body language in interpersonal communication | |
| 12 | Conflict and empathy in interpersonal communication | |

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| 24 | ECTS / WORK LOAD TABLE |
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[illegible]

| LO: Learning Objectives PQ: Program Qualifications | | | | | |
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| Contrib ution Level: | 1 very low | 2 low | 3 Medium | 4 High | 5 Very High |