

EFFECTIVE COMMUNICATION TECHNIQUES

1	Course Title:	EFFECTIVE COMMUNICATION TECHNIQUES	
2	Course Code:	BYAZ001	
3	Type of Course:	Compulsory	
4	Level of Course:	Short Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	5.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr.Gör. YALIN FEYZİ KORUKÇU	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	ykorukcu@uludag.edu.tr, Tel: 2615540/60535	
17	Website:		
18	Objective of the Course:	To enable the students to comprehend communication and its importance, the ways to establish communication, complications and problems, types and models of communication, the meaning and functions of organizational communication and the features of effective communication.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	To have the knowledge about the fundamental concepts related with communication
		2	To have the knowledge about the functions, aim and implementation of communication
		3	To comprehend and to be able to apply the types of communication
		4	To be able to understand and apply the importance of listening in communication
		5	To be able to comprehend the communication complications and the ability to solve such complications
		6	To be able to develop verbal, non-verbal (body language), written, visual and electronic communication skills
		7	To have the knowledge about the fundamental concepts related with organizational communication
		8	To have knowledge about the types and operation of organizational communication.
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	

1	The concept of communication and its importance	
2	Communication process	
3	Verbal Communication	
4	Written Communication	
5	Non-verbal Communication (Body Language)	
6	Communication constructive and destructive complications	
7	Overcoming communication complications and effective communication	
8	Course review and Midterm	
9	Organizational Communication	
10	Operational Models of Organizational Communication	
11	Formal and Informal Communication	
12	Information technologies and Communication	
13	Mass Communication	
14	Communication in Professional Life	

22	Textbooks, References and/or Other Materials:	1. Genel ve Teknik İletişim, Dr. İrfan MISIRLI, Detay Yayınları 2. Örgütlerde İletişim, Prof.Dr. Zeyyat SABUNCUOĞLU, Arıkan Yayınları, 2008 3. Genel ve Teknik İletişim, Hasan KIRMIZI, Güneş Yayınları
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Activities			Number	Duration (hour)	Total Work Load (hour)
Theoretical			14	3.00	42.00
23 Assessment					
Practicals/Labs			0	0.00	0.00
Self study and preparation	R		14	3.00	42.00
Homeworks			0	0.00	0.00
Quiz	0		0	10.00	40.00
Field Studies			0	0.00	0.00
Final Exam	1		60	10.00	10.00
Others			0	0.00	0.00
Contribution of Term (Year) Learning Activities to Success Grade			40	15.00	15.00
Total Work Load					159.00
Contribution of Final Exam to Success Grade			60	0.00	4.97
Total work load/ 30 hr					
ECTS Credit of the Course					5.00

Measurement and Evaluation Techniques Used in the Course

24 ECTS / WORK LOAD TABLE

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0
ÖK2	5	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0
ÖK3	5	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0

ÖK4	5	4	3	0	0	0	0	0	0	0	0	2	0	0	0	0
ÖK5	5	5	3	0	0	0	0	0	0	0	0	2	0	0	0	0
ÖK6	5	5	3	0	0	0	0	5	0	0	0	2	0	0	0	0
ÖK7	5	4	3	0	0	0	0	2	0	0	0	2	0	0	0	0
ÖK8	5	4	3	0	0	0	0	5	0	0	0	2	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			