

BALIKESİR UNIVERSITY
TOURISM FACULTY
UNIVERSITY ELECTIVE COURSE PRESENTATION FORM

Department	Tourism Guidance						
Course Title	Communication						
Semester of the Course	Autumn		Spring	X			
Language of Course	Turkish		English				
Course Credit	Theoric	2	Practice			Total Credit	2
ECTS	3						
Learning Type of Course	Formal Education						
Course Objective	To inform students about interpersonal communication subjects such as listening, speaking, non-verbal communication, and help them improve their interpersonal communication skills.						
Course Content	Definition and importance of communication, The process of communication, Communication types, Verbal Communication, Non-verbal communication and body language, Written communication, Communication failures, Effective Speaking, Effective Listening, Issues to be considered for a successful communication, Benefits of a successful communication, Empathy.						
Prerequisites and co-requisites	No						
Name of Lecturers	Prof.Dr. Düriye BOZOK		mail : dbozok@balikesir.edu.tr				
Assistants	No		mail :				
Work Placement(s)	No						
Recommended or Required Reading	Gürüz, D. 2008 Eğinli, A.T., İletişim Becerileri. Nobel Yayın Dağıtım: İzmir Mısırlı, İ. 2003. Genel İletişim. Detay Yayıncılık: Ankara						
Course Category	% 100 Social Sciences						
Planned Learning Activities and Teaching Methods	Activities are given in detail in the section of "Assessment Methods and Criteria" and "Workload Calculation".						
Assessment Methods and Criteria			ECTS Allocated Based on Student Workload				
In-Term Studies	Quantity	Percentage (%)	Activities	Quantity	Duration	Total Work Load	
Mid-terms	1	40	Course Duration	14	2	28	
Quizzes	-	-	Assignments	12	7	84	
Assignment	-	-	Mid-terms	1	2	2	
Attendance	-	-	Final Examination	1	2	2	
Practice	-	-	Total Work Load : 116				
Project	-	-	ECTS Credits : 3				
Final Examination	1	60					
Course Learning Outcomes	1. The students can define the basic concepts about interpersonal communication. 2. They can explain the interpersonal communication tools. 3. They can explain how to build a more effective interpersonal						

		communication.	4. They can explain communication process.	
Weekly Detailed Course Contents				
Week	Topic	Preliminary	Documents	
1	Definition and importance of communication			
2	The process of communication			
3	Communication types			
4	Verbal Communication			
5	Non-verbal communication and body language			
6	Written communication			
7	Communication failures			
8	Effective Speaking			
9	Exam Week			
10	Exam evaluation			
11	Effective Speaking			
12	Empathy			
13	Organizational Communication			
14	Interview techniques			
Contribution of Learning Outcomes to Programme Outcomes				