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| **ABU_KKK_01-15.jpg** | **ECTS Course Description Form** |
| **PART I (Senate Approval)** |
| **Offering School**  | *Tourism Faculty* |
| **Offering Department** | *Tourism and Hotel Management* |
| **Program(s) Offered to** | *Tourism and Hotel Management* | *Must* |
|  |  |
|  |  |
| **Course Code**  | *TRM 110* |
| **Course Name** | Introduction to Communication |
| **Language of Instruction** | *English* |
| **Type of Course** | *Lecture* |
| **Level of Course** | *Undergraduate* |
| **Hours per Week** | **Lecture: 2**  | **Laboratory:** | **Recitation:**  | **Practical:** | **Studio:**  | **Other:**  |
| **ECTS Credit** | *5* |
| **Grading Mode** | *Letter grade* |
| **Pre-requisites** |  |
| **Co-requisites** |  |
| **Registration Restriction** |  |
| **Educational Objective** | Students will learn how to adapt and deliver verbal and nonverbal messages to communicate effectively with family, friends and coworkers. Additionally, students will learn how to successfully develop and deliver a persuasive presentation. |
| **Course Description** | This course is designed to showcase to communication studies discipline by introducing basic human communication principles in a variety of contexts including interpersonal, small group and public speaking. |
| **Learning Outcomes**  | **LO1** | Understand and apply the five principles of human communication  |
| **LO2** | Value and recognize the five principles of human communication during personal and professional conversation |
| **LO3** | Analyze and manage interpersonal conflict effectively |
| **LO4** | Engage in effective group/team communication |
| **LO5** | Develop, organize and deliver a persuasive presentation |
| **LO6** | Value and recognize an effective persuasive presentation |
| **n..** |  |
| **PART II (Faculty Board Approval)** |
| **Basic Outcomes (University-wide)** | **No.** | **Program Outcomes** | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **PO1** | **Ability** to communicate effectively and write and present a report in Turkish and English.  |  |  |  | *X* | *X* | *X* |
| **PO2** | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. |  | *X* |  |  |  |  |
| **PO3** | **Recognition** of the need for life-long learning and **ability** to access information, follow developments in science and technology, and continually reinvent oneself. | *X* | *X* | *X* |  |  |  |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. |  |  |  | *X* | *X* |  |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. | *X* |  |  |  |  |  |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. |  |  | *X* | *X* |  |  |
| **Faculty Specific Outcomes** | **PO7** |  |  |  |  |  |  |  |
| **PO8** |  |  |  |  |  |  |  |
| **PO9** |  |  |  |  |  |  |  |
| **PO10** |  |  |  |  |  |  |  |
| **PO11** |  |  |  |  |  |  |  |
| **PO12** |  |  |  |  |  |  |  |
| **Discipline Specific Outcomes (program)** | **PO13** |  |  |  |  |  |  |  |
| **PO14** |  |  |  |  |  |  |  |
| **PO15** |  |  |  |  |  |  |  |
| **PO16** |  |  |  |  |  |  |  |
| **PO17** |  |  |  |  |  |  |  |
| **PO18** |  |  |  |  |  |  |  |
| **Specialization Specific Outcomes** | **PO N….** |  |  |  |  |  |  |  |
| **PART III (Department Board Approval)** |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | **Subjects** | **Week** |  | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **S1** | 1 | Course Introduction |  |  |  |  |  |  |
| **S2** | 2 | Foundations of Communication and Awareness |  | A1 | A1 |  |  |  |
| **S3** | 3 | Communication and Perception |  |  |  |  |  |  |
| **S4** | 4 | Understanding Verbal and Nonverbal Communication |  |  |  | A1 |  |  |
| **S5** | 5 | Listening and Responding |  |  |  |  |  |  |
| **S6** | 6 | Mid-term exam |  |  |  |  |  |  |
| **S7** | 7 | Adapting to others |  | A1 |  | A1 |  |  |
| **S8** | 8 | Understanding interpersonal communication |  |  |  |  | A1 |  |
| **S9** | 9 | Enhancing interpersonal communication |  |  |  |  |  |  |
| **S10** | 10 | Understanding group and team performance |  |  |  |  |  |  |
| **S11** | 11 | Organizing and developing presentation |  |  |  |  |  |  |
| **S12** | 12 | Persuasive presentation |  |  |  |  | A4 | A4 |
| **S13** | 13 | Persuasive presentation |  |  |  |  | A4 | A4 |
|  | **S14** | 14 | Final exam |  |  |  |  |  |  |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules**  | **No.** | **Type** | **Weight** | **Implementation Rule** | **Make-Up Rule** |
| **A1** | **Exam** | *%30**%50* | Mid-termFinal |  |
| **A2** | **Quiz** |  |  |  |
| **A3** | **Homework** |  |  |  |
| **A4** | **Project & Presentation** | %20 | presentation |  |
| **A5** | **Report** |  |  |  |
| **A6** | **Attendance/ Interaction** |  |  |  |
| **A7** | **Class/Lab./****Field Work** |  |  |  |
| **A8** | **Other** |  |  |  |
| **TOTAL** | **100%** |  |  |
| **Evidence of Achievement of Learning Outcomes** | Students will demonstrate learning outcomes through in-class activities, exams and individual presentations. |
| **Method for Determining Letter Grade** | .Students will earn the points by your performance on the following:

|  |  |  |
| --- | --- | --- |
| Individual presentation | (1 x 20 points) | 20 points |
| Mid-term exam | (1 x 30 points) | 30 points |
| Final exam | (1 x 50 points) | 50 points |
|  |  |  |
| Total |  | 100 points |

The instructor reserves the right to award bonus points to students that make excellent contribution to the success of this class. These points will be awarded to person who frequently engage in the class discussion and who frequently participates in class Q&A sessions.Grade will be determined by your total points earned under the criteria below:

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total Points | 100 | 99-90 | 89-87 | 86-84 | 83-80 | 79-77 | 76-74 | 73-70 | 69-67 | 66-64 | 63-60 | 59-0 |
| Letter Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| Value | 4.00 | 4.00 | 3.70 | 3.30 | 3.00 | 2.70 | 2.30 | 2.00 | 1.70 | 1.30 | 1.00 | 0.00 |

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| **Teaching Methods, Student Work Load** | **No** | **Method** | **Explanation** | **Hours** |
| ***Time applied by instructor*** |
| **1** | **Lecture** | This course contains a mixture of lectures, students’ presentations and group projects. Since attendance to all lectures, individual presentations, and group project presentations will determine the overall success of the students, it is necessary to follow and attend the lectures.  | 14x2=28 |
| **2** | **Interactive Lecture** |  |  |
| **3** | **Recitation** |  |  |
| **4** | **Laboratory** |  |  |
| **5** | **Practical** |  |  |
| **6** | **Field Work** |  |  |
| ***Time expected to be allocated by student*** |
| **7** | **Project** |  |  |
| **8** | **Homework** |  | 8x3=24 |
| **9** | **Pre-class Learning ofCourse Material**  | Students require to read the relevant chapters and academic papers before the class. | 12x2,5=30 |
| **10** | **Review of Course Material** | Students require to read the relevant chapters and academic papers after the class. | 12x2,5=30 |
| **11** | **Studio** |  |  |
| **12** | **Office Hour** |  | 14x2=28 |
| **TOTAL** | *136* |
| **IV. PART** |
| **Instructor** | **Name** |  |
| **E-mail** |  |
| **Phone Number** |  |
| **Office Number** |  |
| **Office Hours** | *TBA* |
| **Course Materials** | **Mandatory** |  |
| **Recommended** |  |
| **Other** | **Scholastic Honesty** | Any student with an academically misbehavior will be expelled from the course. Details are explained in the Article 25 of Antalya International University Directive Regarding Associate and Undergraduate Degree Programs. Penalties range from failure of the assignment/test to expulsion from the university. Again, the instructor will seek for the maximum possible penalty for any violations in this matter. |
| **Students with Disabilities** |  |
| **Safety Issues**  |  |
| **Flexibility** | The instructor reserves the right to change any aspect of the course in response to the needs of the class. |