

İndirilme Tarihi

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BF217 - COMMUNICATION - İktisadi ve İdari Bilimler Fakültesi - Finans ve Bankacılık Bölümü General Info

Objectives of the Course

With this course the student to earn qualifications in connect with verbal, nonverbal, written, formal, non formal commication and inside and the outside organization communication.

Course Contents

Communication process, written and verbal communication, non-verbal communication, communication through mass media, formal and informal communication, international communication, political communication, communication models.

Recommended or Required Reading

“Introduction to Communication,” Atatürk University Open Education Faculty Publication, Erzurum, 2017. Computer, internet, presentation devices.

Planned Learning Activities and Teaching Methods

Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.

Recommended Optional Programme Components

Student presentations

Instructor's Assistants

There is no instructor's assistant for the course.

Presentation Of Course

face to face

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Ceylan Bozpolat Prof. Dr. Durdu Mehmet Biçkes

Program Outcomes

1. Classify the types of communication.
2. It can improve communication skills.
3. Explain communication models and analyze communication environments.
4. Explain the organizational communication and corporate communication process.
5. Can identify and analyze media and global news agencies.

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 6-18	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Concept and Process of Communication	
2	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 25-35	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Language, Culture and Communication	
3	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 43-52	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Communication Models	
4	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 58-69	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Types of Communication Communication Types by Context Communication Types by Medium	
5	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 76-87	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Interpersonal Communication	
6	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 115-128	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Mass Media and Its Types	
7	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 135-147	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Corporate Communications	
9	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 155-170	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Communications and Public Relations	
10	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 177-192	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Political Communication	
11	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 200-210	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Media Literacy, Digital Media Literacy	
12	"İletişime Giriş" Atatürk Üniversitesi AÖF Yayını Erzurum, 2017. S 219-234	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	International Communication, Communication and Power: Global Media Systems	
13	"İletişime Giriş" Atatürk Üniversitesi AÖF Yayını Erzurum, 2017. S 219-234	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	International Communication, Communication and Power: Global Media Systems	
14	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 243-254	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	New Communication Technologies Web 2.0 and the Culture of Participation New Media and Social Media	
15	"Introduction to Communication" Atatürk University Open Education Faculty Publication Erzurum, 2017. P 263-279	Verbal and Visual Expression, Discussion, Presentations, Sampling, Case Studies.	Communication and Ethics	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Final	1	1,00
Derse Katılım	14	3,00
Ders Öncesi Bireysel Çalışma	14	2,00
Ara Sınav Hazırlık	5	3,00
Final Sınavı Hazırlık	6	3,00
Vize	1	1,00
Araştırma Sunumu	1	1,00
Ödev	1	14,00

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

Finans ve Bankacılık Bölümü / Bankacılık ve Finans X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22	P.O. 23	P.O. 24	P.O. 25
L.O. 1	2	2	1			2	1	3	3	3	3	2							4	5	2			4	4
L.O. 2	2	2	1		1	2	1	3	2	3	3	2							4	5	2			4	4
L.O. 3	2	2	1		1	2	1	3	3	3	3	2				2			4	5	3			4	4
L.O. 4	2	2	1		2	2	1	3	3	3	3	2				2			4	5	3			4	4
L.O. 5	2	2	1		2	2	1	3	3	3	3	2				2			4	5	3			4	4

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P.O. 25 :

L.O. 1 : Classify the types of communication.

L.O. 2 : It can improve communication skills.

L.O. 3 : Explain communication models and analyze communication environments.

L.O. 4 : Explain the organizational communication and corporate communication process.

L.O. 5 : Can identify and analyze media and global news agencies.