COURSE INFORMATON					
Course Title	*Code*	*Semester*	*L+P Hour*	*Credits*	*ECTS*
COMMUNICATION- AND PRESENTATION TECHNICS	MAN 209	3	3 + 5	3	6

Prerequisites	-

Language of Instruction	German
Course Level	Bachelor's Degree (First Cycle Programmes)
Course Type	Compulsory
Course Coordinator	
Instructors	Volker Andreas Müller
Assistants	
Goals	The purpose of this course is the knowledge, how to speak and present subjects in business meetings
Content	Successful professional communication can be understood and trained: Scientific concepts of Carl Rogers, Lasswell, Shannon and Weaver, Watzlawick, Schulz von Thun explain, how human communication works. Types of personality and soft skills are important for human resources. Question technics and categories, professional conflict handling and group dynamics are explained and trained as well as technics of moderation, presentation and giving feedback.

Learning Outcomes	Program Learning Outcomes	Teaching Methods	Assessment Methods
1) Have a knowledge of all channels of communication	5, 6	1,2,3	A,C
2) Can handle difficult communication situations and stress	5, 6, 16	1,2,3	A,C
3) Present subjects in a professional way	5, 13, 15	1,2,3	B,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion
Assessment Methods:	A: Testing, B: Homework, C: Performance

COURSE CONTENT		
Week	**Topics**	**Study Materials**
1	Grundlagen der professionellen Kommunikation: Akzeptanz, Wertschätzung, positive / konstruktive Formulierungen	
2	Grundlagen der empirischen Psychologie: Emotionen, Stimmungen und nonverbale Kommunikation	
3	Grundlagen der klientenzentrierten Psychotherapie: Aktives Zuhören und Kongruenz nach Carl Rogers	
4	Grundlagen der Kommunikationsforschung: Terminologie (Lasswell, Shannon-Weaver), Watzlawicks pragmatische Axiome	
5	Kommunikationsquadrat nach Schulz von Thun: Sachinhalt, Selbstoffenbarung, Beziehungsaspekt, Appell	
6	Ausdruckmöglichkeiten von Selbstoffenbarung: Generalisierungen, Du-Botschaften, Deeskalation durch Ich-Botschaften	
7	Grundlagen der psychologischen Beratung und Gesprächstherapie: Fragetechniken und Fragekategorien	
8	Zwischenprüfung	
9	Soziale Kompetenz (Soft Skills): Definition des Begriffs, Kenntnisse und Fähigkeiten	
10	Soziale Kompetenz in der Persönlichkeitspsychologie: Jens B. Asendorpf : Konfliktfähigkeit und Kooperationsbereitschaft	
11	Theorie der Gruppenkommunikation: Phasenmodell (Bennis/Shepard), Gruppendynamik (Lewin), Rangdynamik	
12	Praxis der Gruppenkommunikation: Moderations- und Präsentationstechniken	
13	Praxis der Gruppenkommunikation: konstruktives Feedback geben	
14	Wiederholung und Zusammenfassung für die Abschlussklausur	

RECOMMENDED SOURCES	
Textbook	Reader (Text collection) from Yeditepe Copy Center
Additional Resources	1) Miteinander reden: Kommunikationspsychologie für Führungskräfte: Miteinander reden: Praxis. 2) Visualisieren Präsentieren Moderieren: Der Klassiker

MATERIAL SHARING	
Documents	
Assignments	
Exams	

ASSESSMENT		
IN-TERM STUDIES	**NUMBER**	**PERCENTAGE**
Mid-terms	1	100
Total		**100**
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		50
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE		50
Total		**100**

COURSE CATEGORY	Expertise/Field Courses

COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	Students should be able to use basic knowledge of International Business Management theoretically and practically for identification, modeling and solving of problems for businesses operating on a global scale.			x		
2	Students should possess the essential body of knowledge related to International Business Management including the state-of-the art concepts, theories and models, historical evolution of that discipline, the scientific methodology in general, and the research tools and techniques utilized in that discipline, in particular.			x		
3	Students should understand the core competences of juridical, political, social, and economic psychological dimensions related to International Business Management.				x	
4	Students should be able to conduct independent research in their discipline by specifying information needs for investigating a topic-of			x		

#		1	2	3	4	5
	interest, accessing the appropriate sources of knowledge, and preparing a comprehensive report.					
5	Students should understand the interdependency and interrelationship among disciplines should be able to relate and synthesize International Business Management knowledge with diverse disciplines, and generate new information accordingly.					X
6	Students should be able to fulfill their responsibility as team leader or team member in project implementations or applied studies that are related to International Business Management.					X
7	Students should be able to design and plan projects to achieve organizational goals and objectives setted or to improve organizational performance.				X	
8	Students should be able to critically evaluate the knowledge in the area of International Business Management, assess self-competency and direct self-learning efforts accordingly.		X			
9	Students should understand the importance of life-long learning and self-assessment to maintain their personal and professional development.		X			
10	By rapidly changing global circumstances, students should be able to show that they understand the importance of flexibility in thinking and generating creative solutions in order to succeed in professional life.		X			
11	Students should be able to effectively communicate in written and oral German on a corporate level with people from diverse backgrounds.				X	
12	Students should have the German proficiency to be able to follow and interpret the global dynamics that shape their discipline.		X			
13	Students should indicate, express and present their knowledge in in national/international interdisciplinary academic and professional settings, should offer and make comments about the results of the works to other people from not only their field, but also from any other disciplines by clearly expressing in Turkish and German via using right data.				X	
14	Students should evaluate the differences between cultures and individuals by being aware of importance of respect for individual and cultural diversity, should be able to emphatically interact with individuals from diverse cultural backgrounds in social and professional settings and should contribute to the team works as a team coordinator or a team member.		X			
15	Students should use effectively widespread and valid information technologies in their field.					X
16	Students should understand personal, professional and social ethics, should evaluate the ethical implications of various practices related to					X

	social and professional life, should be aware of the importance how these ethical behavior add value to the society.					
17	Students should know the concept of social responsibility on individual, social and ecological dimensions should indicate active citizenship for him-/herself within that frame.			x		
18	Students should grasp the importance of the scientific point of view for social development and global competitiveness as well as social rights and social justice, which are the basis of modern societies.		**x**			
19	Students should grasp the importance of quality management, health and safety, corporate social responsibility, professional and cultural respect and principles of corporate ethics for corporate sustainability.		**x**			
20	Students should evaluate the contribution of basic business solutions to management and financial problems within a global and social framework.	x				

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 16x Total course hours)	14	3	42
Hours for off-the-classroom study (Pre-study, practice)	14	5	70
Mid-terms	1	3	3
Final examination	1	1	1
Total Work Load			116
Total Work Load / 25 (h)			4.64
ECTS Credit of the Course			5