

Course Title	Code	Semester	L+P Hour	Credits	ECTS
Personal Trademark Development	MED 614	2	60 Hours		2

#### GENERAL INFORMATION

<b>Prerequisites</b>	-
<b>Coordination Committee</b>	6 <sup>th</sup> floor room number 1036
<b>Email address for inquiries</b>	turgay.isbir@yeditepe.edu.tr
<b>Attendance</b>	Students are required to attend at least 80% of the classes/practices
<b>Language of Instruction</b>	English
<b>Course Level</b>	UG
<b>Course Type</b>	Elective
<b>Course Coordinator</b>	Prof Dr Jale Çoban
<b>Instructors</b>	Prof Dr Jale Çoban Tayfun BIRAKOĞLU ; <a href="mailto:tbirakoglu@sagesseconsultancy.com">tbirakoglu@sagesseconsultancy.com</a> Cem KARAKUŞ Sema ÇEVİK
<b>Goals</b>	Participants will recognize how to create personal image for successful business life and how to behave in social platforms
<b>Content</b>	Business Etiquette creation techniques and personal image methodologies with case studies

#### COURSE LEARNING OUTCOMES

Students who take this course will	Teaching Methods	Assessment Methods
Be able to create personal brand for successful business life	1,2,3	A,B
Be able to use behavioral codes for business etiquette	1,2,3	A,B
<b>Teaching Methods:</b>	1:Lecture 2-Small Group Workshops 3-Homework	
<b>Assessment Methods:</b>	A: Exam; B:Homework Evaluation	

#### COURSE CONTENT

Week	Topics	Study Materials
1	Making Positive Impressions in WorkPlace	Lecture Notes & Small Groups Guideline
2	How To Treat People in WorkPlace for Business Etiquette	Lecture Notes & Small Groups Guideline
3	Communicating in WorkPlace – Do’s and Don’t’s -	Lecture Notes & Small Groups Guideline
4	Meetings Strategies for Business Etiquette	Lecture Notes & Small Groups Guideline
5	Workspace and Ethical Codes for Privacy	Lecture Notes & Small Groups Guideline
6	International Business Etiquette and Behavior Codes	Lecture Notes & Small Groups Guideline
7	Turkish Culture and Business Etiquette with Comparison	Lecture Notes & Small Groups Guideline
8	Midterm exam	Lecture Notes & Small Groups Guideline

9	Personal Image Components for WorkPlace	Lecture Notes & Small Groups Guideline
10	Personal Appearance Techniques-How To Dress Up in Business	Lecture Notes & Small Groups Guideline
11	Digital Media Usage for Business Etiquette	Lecture Notes & Small Groups Guideline
12	Presentations-Discussion Hour	
13	Personal Branding	Lecture Notes & Small Groups Guideline
14	Final exam	

COURSE MATERIALS	
<b>Text Books</b>	Lecture Notes
<b>Additional Resources</b>	-

ASSESSMENT		
	NUMBER	PERCENTAGE
Midterm Exam	1	25
Assignments (Homework)	1	25
Evaluation of Group Presentations	1	5
Final Exam	1	45
<b>Total</b>		100

ECTS ALLOCATION			
Activity	Quantity	Duration(Hours)	Total Workload(Hours)
Lectures	11	1	11
Independent learning	27	1	27
Site visit	-	-	-
Big Team Work and Presentations	1	2	2
Mid-term exam	1	2	2
Small Group Works	11	1	11
Assignments	1	5	5
Final exam	1	2	2
<b>Total Work Load</b>			60
<b>Total Work Load / 30 (h)</b>			2
<b>ECTS Credits</b>			2

**CONTRIBUTION TO PROGRAM OUTCOMES**

No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
PO.2.5.2.	Respects patients, colleagues and all stakeholders in health care delivery		X			
PO.1.2.1.	Throughout his/her career, communicates effectively with health care beneficiaries, co-workers, accompanying persons, visitors, patients' relatives, care givers, colleagues, other individuals, organizations and institutions		X			