

Course Title	Code	Semester	L+P Hour	Credits	ECTS
Personal Trademark Development	MED 614	Phase 1/2/3	28	2	2*

\* ECTS credits are the university credits of the courses in Yeditepe University, Faculty of Medicine, Undergraduate Medical Education Program

GENERAL INFORMATION	
Prerequisites	-
Coordination Committee	Medical Faculty Building 6th floor.
Email address for inquiries	
Attendance	Students are required to attend at least 80% of the classes/practices
Language of Instruction	English
Course Level	Second Cycle including First Cycle Degree (One Tier Programme)
Course Type	Elective
Course Coordinator	Sedef Tenim
Instructors	Sedef Tenim
Goals	Participants will recognize how to create personal image for successful business life and how to behave in social platforms
Content	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
Teaching Methods:	1:Lecture 2-Small Group Workshops 3-Homework	
Assessment Methods:	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

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			

ECTS ALLOCATION			
Activity	Quantity	Duration(Hours)	Total Workload(Hours)
Lectures	14	1	14
Independent learning	14	2	28
Site visit	-	-	-
Big Team Work and Presentations	1	2	2
Mid-term exam	1	2	2
Small Group Works	14	1	14
Assignments	1	5	5
Final exam	1	2	2

Total Work Load			67
Total Work Load / 30 (h)			2.23
ECTS Credits			2