

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	Prof. Gülsüm Seda Güleç Yılmaz
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	Program Learning Outcomes	Teaching Methods	Assessment Methods
Be able to create personal brand for successful business life	2.3.1,2.3.2,2.4.2,2.4.3, 3.2.1,3.2.2,3.2.3	1,2,3	A,B
Be able to use behavioral codes for business etiquette	2.3.1,2.3.2,2.4.2,2.4.3, 3.2.1,3.2.2,3.2.3	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

COURSES CONTRIBUTION TO PROGRAM					
COMPETENCE AREA-1 / Professional Practices	Contribution				
COMPETENCE 1.1. Health Service Provider	1	2	3	4	5
<b>Competency 1.1.1.</b> Integrates knowledge, skills, and attitudes acquired from basic and clinical medical sciences, behavioral sciences, and social sciences to provide health services.					
<b>Competency 1.1.2.</b> Demonstrates a biopsychosocial approach that considers the individual's sociodemographic and sociocultural background without discrimination based on language, religion, race, or gender in patient management.					
<b>Competency 1.1.3.</b> Prioritizes the protection and improvement of individuals' and community's health in the delivery of healthcare services.					
<b>Competency 1.1.4.</b> Performs the necessary actions in the direction of maintaining and improving the state of health as considering the individual, social, social and environmental factors affecting health.					
<b>Competency 1.1.5.</b> Provides health education to healthy/ill individuals and their families, as well as to other healthcare professionals, by recognizing the characteristics, needs, and expectations of the target audience.					
<b>Competency 1.1.6.</b> Demonstrates a safe, rational, and effective approach in the processes of protection, diagnosis, treatment, follow-up, and rehabilitation in health service delivery.					
<b>Competency 1.1.7.</b> Performs interventional and/or non-interventional procedures safely and effectively for the patient in the processes of diagnosis, treatment, follow-up, and rehabilitation.					

<b>Competency 1.1.8.</b> Provides healthcare services considering patient and employee health and safety.					
<b>Competency 1.1.9.</b> Considers changes related to the physical and socio-economic environment at both regional and global scales that affect health, as well as changes in the individual characteristics and behaviors of those who seek healthcare services.					
<b>COMPETENCE AREA-2 / Professional Values and Approaches</b>	<b>Contribution</b>				
<b>COMPETENCE 2.1. Adopting Professional Ethics and Principles</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Competency 2.1.1.</b> Considers good medical practices while performing the profession.					
<b>Competency 2.1.2.</b> Fulfills duties and obligations within the framework of ethical principles, rights, and legal responsibilities required by the profession.					
<b>Competency 2.1.3.</b> Demonstrates determined behavior in providing high-quality healthcare while considering the patient's integrity.					
<b>Competency 2.1.4.</b> Evaluates own performance in professional practices by considering own emotions and cognitive characteristics.					
<b>COMPETENCE 2.2. Health Advocate</b>					
<b>Competency 2.2.1.</b> Advocates for the improvement of healthcare service delivery by considering the concepts of social accountability and social responsibility in the protection and enhancement of community health.					
<b>Competency 2.2.2.</b> Plans and implements service delivery, education, and counseling processes related to individual and community health, in collaboration with all stakeholders, for the protection and improvement of health.					
<b>Competency 2.2.3.</b> Evaluates the impact of health policies and practices on individual and community health indicators and advocates for the improvement of healthcare quality.					
<b>Competency 2.2.4.</b> Gives importance to protecting and improving own physical, mental, and social health and takes necessary actions for it.					
<b>COMPETENCE 2.3. Leader-Manager</b>					
<b>Competency 2.3.1.</b> Demonstrates exemplary behavior and leadership within the healthcare team during service delivery.			X		
<b>Competency 2.3.2.</b> Utilizes resources in a cost-effective, socially beneficial, and compliant manner with regulations in the planning, implementation, and evaluation processes of healthcare services as the manager in the healthcare institution.			X		
<b>COMPETENCE 2.4. Team Member</b>					
<b>Competency 2.4.1.</b> Communicates effectively within the healthcare team and takes on different team roles as necessary.					
<b>Competency 2.4.2.</b> Displays appropriate behaviors while being aware of the duties and responsibilities of healthcare workers within the healthcare team.		X			
<b>Competency 2.4.3.</b> Works collaboratively and effectively with colleagues and other professional groups in professional practice.		X			
<b>COMPETENCE 2.5. Communicator</b>					
<b>Competency 2.5.1.</b> Communicates effectively with patients, their families, healthcare professionals, and other occupational groups, institutions and organizations.					
<b>Competency 2.5.2.</b> Communicates effectively with individuals and groups who require a special approach and have different sociocultural characteristics.					
<b>Competency 2.5.3.</b> Demonstrates a patient-centered approach that involves the patient in decision-making mechanisms during the diagnosis, treatment, follow-up, and rehabilitation processes.					
<b>COMPETENCE AREA-3 / Professional and Personal Development</b>	<b>Contribution</b>				

<b>COMPETENCE 3.1. Scientific and Analytical Approach</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Competency 3.1.1.</b> Plans and implements scientific research, as necessary, for the population it serves, and utilizes the results obtained, as well as those from other research, for the benefit of the community.					
<b>Competency 3.1.2.</b> Accesses and critically evaluates current literature related to their profession.					
<b>Competency 3.1.3.</b> Applies evidence-based medicine principles in the clinical decision-making process.					
<b>Competency 3.1.4.</b> Uses information technologies to enhance the effectiveness of healthcare, research, and education activities.					
<b>COMPETENCE 3.2. Lifelong Learner</b>					
<b>Competency 3.2.1.</b> Manages effectively individual study processes and career development.		<b>X</b>			
<b>Competency 3.2.2.</b> Demonstrates skills in acquiring, evaluating, integrating new information with existing knowledge, applying to professional situations, and adapting to changing conditions throughout professional career.		<b>X</b>			
<b>Competency 3.2.3.</b> Selects the right learning resources to improve the quality of health care and organizes the learning process.		<b>X</b>			

<b>ECTS ALLOCATION</b>			
<b>Activity</b>	<b>Quantity</b>	<b>Duration(Hours)</b>	<b>Total Workload(Hours)</b>
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