

SYLLABUS
Social Sciences Institutes

Course Code	Course Title		Credits	ECTS Value
OSD 531	Communication and Effective Leadership Skills		(2-1-3)	8
Prerequisite Courses:	None			
Course Language:	Turkish	Course Delivery Mode:	Face to Face	
Course Type and Level:	Elective / Master’s Level			
Instructor's Title, Name, and Surname		Course Hours	Office Hours	Contact
Asst. Prof. Dr. Yonca BİR		3	Monday 16:00–16:30	yoncabir@cag.edu.tr
Course Coordinator:	Asst. Prof. Dr. Yonca BİR			
Course Objectives				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to;		Relations	
			Program Outcomes	Net Contribution
	1	Understand the basic principles, types, and role of communication in business life and use effective communication techniques.	8	5
	2	Explain leadership approaches and models.	6	5
	3	Comprehend effective leadership characteristics and skills.	1	5
	4	Explain leadership styles and analyze leadership approaches suitable for different situations.	9	5
	5	Understand the role of communication skills in team management, motivation, and leadership.	5	5
Course Content:	Communication process, principles and elements; verbal, written communication and effective use of body language; listening, empathy, conflict management, persuasion and negotiation skills necessary for effective leadership; leadership styles; motivation in leadership; team management; decision-making; crisis and change management.			
Course Schedule (Weekly Plan)				
Week	Topic	Preparation		Teaching Methods and Techniques
1	Introduction to the Course, Getting Acquainted and Sharing Expectations	Course syllabus; students write their expectations and prepare a short paragraph to introduce themselves		Lecture, Padlet application
2	Concept and Scope of Leadership	Write a short summary on the importance of leadership at the end of class		Write a short summary on the importance of leadership at the end of class
3	Leadership Approaches	Students share “a leadership example from daily life”		Students share “a leadership example from daily life”

4	Leadership Types	Analyze scenario given in class and prepare short answers	Analyze scenario given in class and prepare short answers
5	Effective Leadership Skills	Write personal expectations about leadership skills	Write personal expectations about leadership skills
6	Communication Skills	Find and share an article on the topic before class	Find and share an article on the topic before class
7	Midterm Exam		
8	Verbal, Written Communication and Body Language	Prepare a short schema of body language movements and their meanings before class	Prepare a short schema of body language movements and their meanings before class
9	Problem-Solving and Decision-Making Skills	Find and share an example event before class	Find and share an example event before class
10	Persuasion and Negotiation	Bring a current news clipping to class	Bring a current news clipping to class
11	Empathy	Identify errors and omissions in scenario provided in class	Identify errors and omissions in scenario provided in class
12	Effective Listening	Find and bring a sample story to class before session	Find and bring a sample story to class before session
13	Art of Eloquence and Public Speaking	Prepare a short information note on the art of speech and rhetoric before class	Prepare a short information note on the art of speech and rhetoric before class
14	Motivation	Find and bring an article on the topic before class	Find and bring an article on the topic before class
15	Team Management	Prepare at least three questions related to the topic and design an example	Lecture, Debate, Q&A session
16	Final Exam		

Course Resources

Textbook:	Hasan Tutar, Leadership and Communication, October 2024, Umuttepe Publishing.
Recommended References:	Prof. Dr. Recep Tayfun, Effective Communication and Body Language, 7th ed., 2024, Nobel Publishing.

Course Assessment and Evaluation

Activities	Number	Percentile	Notes
Midterm Exam	1	%20	Written exam
In-class Activities / Participation	14	%10	Active participation in discussions, group work and in-class activities
Assignment (Case Study)	1	%10	Group work and report
Fieldwork	1	%10	Survey application
Final	1	%50	Comprehensive written exam

ECTS Table

Content	Number	Hours	Total
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Course Duration	14	3	42
Out-of-Class Study	14	3	42
Assignment (Case Study)	1	25	25
Fieldwork	1	30	30
In-class Activities / Participation	14	1	14
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	35	35
Final Exam (Final Exam Duration + Final Exam Preparation)	1	40	40
Total:			228
Total / 30:			228/30=7.6
ECTS Credit:			8