

**Vocational School of Social Sciences / Human Resource Management**

**2024 - 2025 Academic Year**

**BEHAVIORAL SCIENCES**

**Syllabus**

| <b>Course Description</b>   |  |   |                         |                           |             |
|---|--|---|-------------------------|---------------------------|-------------|
| <b>Name</b>   | <b>Code</b>  | <b>Semester</b>   | <b>T+A Hour</b>         | <b>Credit</b>             | <b>ECTS</b> |
| BEHAVIORAL SCIENCES   | İK1127990  | Fall Semester   | 2+0                     | 2                         | 5           |
| <b>Prerequisites Courses</b>  |  |   |                         |                           |             |
| <b>Recommended Elective Courses</b>   |  |   |                         |                           |             |
| <b>Language of Instruction</b>  | Turkish  |   |                         |                           |             |
| <b>Course Level</b>   | Short Cycle (Associate's Degree)   |   |                         |                           |             |
| <b>Course Type</b>  | Required   |   |                         |                           |             |
| <b>Course Coordinator</b>   | Lect. Burcu DABAKOĞLU  |   |                         |                           |             |
| <b>Name of Lecturer(s)</b>  | Lect. Nagehan UZUN   |   |                         |                           |             |
| <b>Assistant(s)</b>   |  |   |                         |                           |             |
| <b>Aim</b>  | It is aimed to ensure that students understand the psychological and sociological aspects of human behavior and gain awareness about the characteristics of interpersonal interactions in small groups and their effects on business life.   |   |                         |                           |             |
| <b>Course Content</b>   | This course contains; Introduction to Behavioral Sciences - Basic Concepts,Culture and Cultural Change,Social Impact and Compliance,Social Structure and Social Relations,Sensation and Perception,Learning,Thinking and Problem Solving,Motivation and Excitement,Personality and Self,Personality Theories,Personality Theories,Behavior Disorders,Stress and Coping with Stress,Current Concepts in Behavioral Science. |   |                         |                           |             |
| <b>Course Learning Outcomes</b>   |  |   | <b>Teaching Methods</b> | <b>Assessment Methods</b> |             |
| 1. Will be able to interpret basic sources of human behavior.                                 |  |   | 10, 19, 9               | A                         |             |
| 1.1. Explains concepts related to behavior.   |  |   | 9                       |                           |             |
| 2. Will be able to explain the perception, attitude and attribution processes of individuals. |  |   | 10, 16, 19, 9           | A                         |             |
| 2.1. Explains the processes related to perception, attitude and attribution processes.        |  |   | 9                       |                           |             |
| 3. Will be able to explain the learning process.  |  |   | 10, 16, 19, 9           | A                         |             |
| 3.1. Explains learning theories.  |  |   | 9                       |                           |             |
| 4. Will be able to explain the processes of behavior modification                             |  |   | 10, 9                   | A                         |             |
| 4.1. Explains the principles of the concept of behavior.                                      |  |   | 9                       |                           |             |
| 5. Will be able to identify sources of motivation.  |  |   | 10, 19, 9               | A                         |             |
| 5.1. Explains the concept and principles of motivation.                                       |  |   | 9                       |                           |             |
| 6. Will be able to tell impact of public on human behavior.                                   |  |   | 10, 19, 9               | A                         |             |
| 6.1 Distinguishes cultural differences.   |  |   | 9                       |                           |             |
| 6.2. Shows the relationship between culture and behavior.                                     |  |   | 9                       |                           |             |
| 6.3 Compares individual and social effects.   |  |   | 9                       |                           |             |
| 7. Will be able to detect circumstances which impacts interpersonal relationships.            |  |   | 10, 4, 9                | A                         |             |
| 7.1. Distinguishes effective communication from ineffective communication.                    |  |   | 9                       |                           |             |
| 7.2. Distinguishes the strategies that can be used for conflict resolution.                   |  |   | 9                       |                           |             |
| 7.3. Explains interpersonal differences.  |  |   | 9                       |                           |             |
| <b>Teaching Methods</b>   | 10: Discussion Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 9: Lecture Method  |   |                         |                           |             |
| <b>Assessment Methods</b>   | A: Traditional Written Exam  |   |                         |                           |             |
| <b>Lecture Schedule</b>   |  |   |                         |                           |             |
| <b>Sequenc e</b>  | <b>Topics</b>  | <b>Preliminary Preparation</b>  |                         |                           |             |
| 1   | Introduction to Behavioral Sciences - Basic Concepts   | Güney S.(2011) Davranış Bilimleri. Ankara: Nobel Yayınları p.13-21  |                         |                           |             |
| 2   | Culture and Cultural Change  | Güney S. (2011) Davranış Bilimleri. Ankara: Nobel Yayınları p.23-50                                       |                         |                           |             |
| 3   | Social Impact and Compliance   | Kağıtçıbaşı Ç. (2010) Yeni İnsan ve İnsanlar: Sosyal Psikolojiye Giriş. İstanbul: Koç University p.67-100 |                         |                           |             |
| 4   | Social Structure and Social Relations  | Güney S. (2011) Davranış Bilimleri. Ankara: Nobel Yayınları p.65-81                                       |                         |                           |             |
| 5   | Sensation and Perception   | Güney S. (2011) Davranış Bilimleri. Ankara: Nobel Yayınları p.121-134                                     |                         |                           |             |
| 6   | Learning   | Güney S. (2011) Davranış Bilimleri. Ankara: Nobel Yayınları p.105-119                                     |                         |                           |             |
| 7   | Thinking and Problem Solving   | Cüceloğlu D. (2006) İnsan ve Davranış, İstanbul:Remzi Kitabevi p. 229-286                                 |                         |                           |             |
| 8   | Motivation and Excitement  | Cüceloğlu D. (2006) İnsan ve Davranış, İstanbul:Remzi Kitabevi p. 403-430                                 |                         |                           |             |
| 9   | Personality and Self   | Güney S. (2011) Davranış Bilimleri. Ankara: Nobel Yayınları p.183-200                                     |                         |                           |             |
| 10  | Personality Theories   | Güney S. Davranış Bilimleri. Ankara: Nobel Yayınları p.183-200  |                         |                           |             |
| 11  | Personality Theories   | Güney S. (2011) Davranış Bilimleri. Ankara: Nobel Yayınları p.183-200                                     |                         |                           |             |
| 12  | Behavior Disorders   | Güney S. (2011) Davranış Bilimleri. Ankara: Nobel Yayınları p.299-313                                     |                         |                           |             |
| 13  | Stress and Coping with Stress  | Güney S. (2011) Davranış Bilimleri. Ankara: Nobel Yayınları s.315-350                                     |                         |                           |             |
| 14  | Current Concepts in Behavioral Science   |   |                         |                           |             |
| <b>Evaluation Methods</b>   |  | <b>Weight(%)</b>  |                         |                           |             |
| Midterm Exam  |  | 40  |                         |                           |             |
| General Exam  |  | 60  |                         |                           |             |

| <b>Resources</b>   |
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| Güney S. (2011). Davranış Bilimleri. Ankara: Nobel Publications ISBN: 9786051335087  |
| Cüceloğlu D. (2016). İnsan ve Davranış, İstanbul: Remzi bookstore ISBN: 9789751418692Morgan C.,T. (2013) Psikoloji'ye Giriş, Eğitim Yayınevi, Editör: Karakaş Sirel, Rükzan Eski. ISBN:9789758890705. pp.171-220, 285-304. |
| Kağıtçıbaşı Ç. (2010) Dünden Bugüne İnsan ve İnsanlar: Sosyal Psikolojiye Giriş. İstanbul: Koç University ISBN:9789755030029 pp.67-100   |