

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MARKETING
COURSE SYLLABUS FORM**

WAP225 Workplace Application 1							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Workplace Application 1	WAP225	3	6	6	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	On the Job Learning, Reporting, Communication, Group Work

Course Objective

The activities carried out in the workplace experience course will provide candidates with various skills that will enable them to become an experienced employee. The students' progress in understanding the future profession and gaining the competencies constituting the profession will be evaluated by the university instructors who are in close cooperation with them and the application trainers and mentors who have gained experience in their work.

Learning Outcomes

The students who succeeded in this course will be able;

1. To be aware of tacit knowledge in the workplace.
2. To give a written report about the job.
3. To know the customers of the workplace, to know their features.
4. To be able to make a SWOT-PESTLE analysis of the workplace.
5. Suggesting at least one accepted idea based on his/her observations and experiences regarding the workplace.
6. To know the package programs used in the workplace at a basic level.
7. To know and apply ethical rules in their work.

Course Outline

Students make observations and experience in the workplace one day of the week. Students take this course in business environment. The tasks and activities of the vocational candidates in this course should provide them with the opportunity to observe experienced superiors and workplace trainers on-the-job, to work individually with the students, even if they are limited.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Orientation Week	Orientation Week
2	Orientation Week / Workplace Application	Orientation Week / Workplace Application
3	Workplace Application	Workplace Application
4	Workplace Application	Workplace Application
5	Workplace Application	Workplace Application
6	Workplace Application	Workplace Application
7	Workplace Application	Workplace Application
8	MIDTERM EXAM	
9	Workplace Application	Workplace Application
10	Workplace Application	Workplace Application
11	Workplace Application	Workplace Application
12	Workplace Application	Workplace Application
13	Workplace Application	Workplace Application
14	Workplace Application	Workplace Application
15	Workplace Application	Workplace Application
16	FINAL EXAM	

Textbook(s)/References/Materials:

No textbook required

Assessment

Studies	Number	Contribution margin (%)
Active Participation		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		

Presentation		
Projects		
Report		
Seminar		
Midterm Exams / Midterm Jury / Mentor Report	1	40
General Exam / Final Jury	1	60
Total		100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		60
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 16 x total course hours)			
Laboratory			
Application	16	6	96
Course-Specific Internship			
Field Study			
Study Time Out of Class			
Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	6	6
Preparation Period for the Final Exam / General Jury	1	6	6
Total Workload/25 hours		(108/25 = 4,16)	108
ECTS		4	

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To be aware of tacit knowledge in the workplace.					x
LO2	To give a written report about the job.					x

L03	To know the customers of the workplace, to know their features.					x
L04	To be able to make a SWOT-PESTLE analysis of the workplace.					x
L05	Suggesting at least one accepted idea based on his/her observations and experiences regarding the workplace.					x
L06	To know the package programs used in the workplace at a basic level.					x
L07	To know and apply ethical rules in their work					x

Relationship Between Course Learning Outcomes and Program Competencies(Department of Marketing)								
Nu	Program Competencies	Learning Outcomes						Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	
1	Understanding the formal and informal processes associated with a business structure.	X	X	x			x	4
2	Evaluate a business on the basis of all functional units.	x	x			X	X	4
3	To use analytical thinking effectively in the decisions taken for the problem solving process.			x	X	X	X	4
4	Having a vision of self-improvement and learning		x		x		X	3
5	To carry out all activities within this framework, equipped with ethics			x		X		2
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.			x		X	X	3
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally	x	x		x	X		2
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions	x			X	X	X	3
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing				X		X	2
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.			x	X			2
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.		x	x	X	x	X	4
12	To follow and correctly interpret the current trends developing within the framework of marketing	x			X	x	X	4
TOTAL EFFECT								38

Policies and Procedures
Web page: https://www.ostimteknik.edu.tr/marketing-1242
Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real-world phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types, i.e. open-ended questions, which can also be in the form of problems or multiple-choice questions. The case could also be carried to the Dean's Office for additional disciplinary action.
Assignments: Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately.
Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. The medical report must be from a state hospital.
Projects: Not applicable
Attendance: Attendance requirements are announced at the beginning of the term. Students are usually expected to attend at least 70% of the classes during each term.
Objections: If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.