

Public Relations and Advertising			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI169						
Course Name:	Occupational health and Safety						
Semester:	Fall Spring						
Course Credits:	<table border="1"> <tr> <td>ECTS</td> </tr> <tr> <td>5</td> </tr> </table>			ECTS	5		
ECTS							
5							
Language of instruction:							
Course Condition:							
Does the Course Require Work Experience?:	No						
Type of course:	University Elective						
Course Level:	<table border="1"> <tr> <td>Bachelor</td> <td>TR-NQF-HE:6. Master`s Degree</td> <td>QF- EHEA:First Cycle</td> <td>EQF-LLL:6. Master`s Degree</td> </tr> </table>			Bachelor	TR-NQF-HE:6. Master`s Degree	QF- EHEA:First Cycle	EQF-LLL:6. Master`s Degree
Bachelor	TR-NQF-HE:6. Master`s Degree	QF- EHEA:First Cycle	EQF-LLL:6. Master`s Degree				
Mode of Delivery:	E-Learning						
Course Coordinator:	Prof. Dr. FAHRİ ERENEL						
Course Lecturer(s):	Prof.Dr. Fahri Erenel						
Course Assistants:							

Course Objective and Content

Course Objectives:	It is aimed to teach labor law, occupational safety concepts, hazard and risk concepts, to recognize risk factors, to develop a sensitivity to the concept of danger, to create a culture of occupational safety, to learn preventive actions to reduce the causes of occupational accidents by examining accident theories.

Course Content:	Basic Concepts of Labor Law and Occupational Health and Safety, Risk Factors and Types, Environmental Surveillance, Causes of Work Accidents and Occupational Diseases, Preventive Measures and Occupational Safety Culture,
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Learning Outcomes

<p>The students who have succeeded in this course;</p> <ol style="list-style-type: none"> 1) Learns the concepts of danger and risk, 2) Learns risk factors and types, 3) Knows the situations and factors that may cause work accidents and occupational diseases, 4) Knows accident theories and adopts occupational safety culture 5) Knows the basic concepts of labor law.
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Course Flow Plan

Week	Subject	Related Preparation
1)	Information about the Process of the Course Disaster and Emergency Management	-
2)	Development, Purpose, Importance of Occupational Health and Safety Concepts and Rules, Experienced Events Occupational Health and Safety in Türkiye and the World	-
3)	Causes of Work Accidents and Occupational Diseases and Costs That May Incur Attention and the Human Factor	-
4)	International and National Legislation and Obligations Regarding Occupational Health and Safety	-
5)	Basis of the Employer's Obligation to Supervise/Protect the Worker	-
6)	Hazard-Risk Relationship, Risk Factors	-
7)	Midterm	-
8)	Risk Assessment and Risk Management Risk Assessment in Apartments	-
9)	Occupational Health and Safety Organization in the Workplace	-
10)	Fire and Emergency Management	-
11)	Work Environment Surveillance Protection Policies	-
12)	Occupational Hygiene Occupational Diseases,	-
13)	Security Culture Occupational Health and Safety Management Systems	-
14)	Warning Signs, Protective Equipment, Accident Investigation Elevator Maintenance and	-

	Inspection	
15)	Final Exam	-

Sources

Course Notes / Textbooks:	Dursun, S., (2012). İş Güvenliği Kültürü. Beta Yayınları. Esin, A., (2014). İş Güvenliği Uzmanı El Kitabı. ODTÜ Yayıncılık
References:	İş Hukuku, İş Sağlığı ve Güvenliği ile İlgili Dergiler ve Web Sayfaları

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) They have all the knowledge, skills and competencies required by the profession, with relation to the fields of Public Relations and Advertising and they have the structural features required by the profession.					
2) They have knowledge about fields of brand management, marketing communication, corporate communication and advertising strategy development. They have the ability to create, plan and manage a public relations campaign.					
3) They have knowledge and skills about changing and evolving communication methods and technologies.					
4) They have the ability to manage communication between relevant stakeholders and the target group. They develop and implement proper communication strategies and methods according to the communication characteristics of different stakeholders.					
5) By acting on the principle of lifelong learning, they constantly develop themselves not only from in terms of professional knowledge, but also from a culturally and follow the national and international agenda.					
6) They combine different communication areas in a holistic and strategic way.					
7) They use written and verbal communication skills effectively.					
8) They develop and implement strategies by thinking creatively and critically.					
9) They have management skills.					
10) They use research capability effectively.					
11) They have an ethical business understanding and social responsibility.					

12) They have capable of analytical thinking and problem solving. Course Learning Outcomes	1	2	3	4	5
13) They have teamwork skills.					
14) They follow developments in their field by using a foreign language at a general level of European Language Portfolio B1 and and communicate with their colleagues.					
15) They use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	They have all the knowledge, skills and competencies required by the profession, with relation to the fields of Public Relations and Advertising and they have the structural features required by the profession.	
2)	They have knowledge about fields of brand management, marketing communication, corporate communication and advertising strategy development. They have the ability to create, plan and manage a public relations campaign.	
3)	They have knowledge and skills about changing and evolving communication methods and technologies.	
4)	They have the ability to manage communication between relevant stakeholders and the target group. They develop and implement proper communication strategies and methods according to the communication characteristics of different stakeholders.	
5)	By acting on the principle of lifelong learning, they constantly develop themselves not only from in terms of professional knowledge, but also from a culturally and follow the national and international agenda.	
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9)	They have management skills.	

10)	They use research capability effectively.	
11)	They have an ethical business understanding and social responsibility.	
12)	They have capable of analytical thinking and problem solving.	
13)	They have teamwork skills.	
14)	They follow developments in their field by using a foreign language at a general level of European Language Portfolio B1 and and communicate with their colleagues.	
15)	They use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	

Assessment & Grading

Değerlendirme Yöntemleri ve Kriterleri	Number of Activities	Level of Contribution
Attendance	14	% 5
Midterms	1	% 45
Final	1	% 50
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	16	48
Study Hours Out of Class	14	31
Presentations / Seminar	3	9
Project	2	6
Homework Assignments	2	6
Midterms	2	7
Final	4	10
Total Workload		117