



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction To Management Science							
Course Code		SYB103		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	122 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The purpose of the Sports Management Associate Program is to meet the need in different levels of facilities and positions related to sports management (such as marketing, finance, public relations, field material information, Sports Facility Management).							
Course Content		To be able to develop solution suggestions, to be able to defend these proposed solutions,to be aware of knowledge and skill levels,to be able to implement decisions at functional and tactical level by knowing the principles that can be used in solving a problem as a practitioner in the field of sports management.,							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Prof. Murat ŞENTUNA							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Bekir Parlak (2011) Management Science and Contemporary Management Techniques, Beta Basım Yayın
2	Müge Leyla Şadi Can Saruhan (2013) Contemporary Management Science, Beta Basım Yayın
3	Ali Öztekin (2012) Management Science, Siyasal Kitabevi
4	Erol Eren (2001) Organizational Behavior and Management Psychology, Beta Basım Yayın
5	Hasan Basri Memduhoğlu, Kürşad Yılmaz (2013) New Approaches in Management, Pagem Akademi
6	Aylin Araza, Gonca Aslan (2016) New Paradigms in Management, Nobel Akademik Yayıncılık
7	John Beech, Simon Chadwick (2004) The Bussiness of Sport Management, Pearson Education Limited, Edinburgh, England

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the science of administration The administration concept The purpose and role of administration The specialities of administration process Administrative levels and abilities Administrator Mission and vision Efficiency Administration gurup's
2	Theoretical	Pre-scientific era, Classic administration theory
3	Theoretical	Management functions; Planning, Organizing, Orientation, Coordination, Audit
4	Theoretical	Classical management theories (Scientific management-Frederick Winslow TAYLOR)
5	Theoretical	Classical management theories (Management process-Henry FAYOL)
6	Theoretical	Classical management theories (Bureaucracy management-Max WEBER)
7	Theoretical	Neoclassic administration theory (Hawthorne Investigations-George Elton Mayo)
8	Theoretical	Neoclassical management theories (Theory of X and Y-Douglas McGregor, Theory of Z-William G.Ouchi, System 1,2,3,4 Approach-Rensis Likert)
9	Intermediate Exam	Midterm
10	Theoretical	Modern administration theory (System Approach and Contingency Approach)
11	Theoretical	Modern administration theory (Dynamic Management Approach: Total Quality, Strategic Management Approach)
12	Theoretical	Postmodern management theory
13	Theoretical	Benchmarking Classic, Neoclassical, Modern and Postmodern Management Approaches
14	Final Exam	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Reading	6	2	1	18
Individual Work	10	1	1	20



Midterm Examination	1	5	2	7
Final Examination	1	5	2	7
Total Workload (Hours)				122
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Describe the concepts of management, manager, leader, theory
2	Know classical management theories
3	Know neo-classical management theories
4	Know modern management theories
5	Develop and apply modern management techniques
6	Know and explain postmodern management theories

### Programme Outcomes (Sports Management)

1	1. To be able to explain the elements of management and organization and to apply the functions of management in sports organizations
2	2. To be able to understand the interdisciplinary and the multidisciplinary nature of the field of sport management.
3	3. To be able to comprehend the knowledge, skills and values related to the management of the general business areas in addition to sports industry at the top-level.
4	4. To be able to define and explain internal and external factors that shape and influence the sports in our country and the World.
5	5. To be able to comprehend and interpret the technical strategies and the managerial skills of the branch of sports chosen.
6	The skill of creating, applying and interpreting the plans of project and program
7	7. To be able to develop strategies financially for the sports organizations, to evaluate the budgets, the sources of income and the expenses
8	8. To be able to comprehend and interpret how the ethical principles influence the process of financial, marketing and administrative decision-making at the sports organizations
9	9. To be able to know the basic principles and methods of the sports marketing at the national and international level
10	10. To be able to understand the qualitative and quantitative analysis and be able to use them effectively

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L5
P1	5	5	5
P2	4	5	5
P3	5	5	5
P4	4	4	4
P5	1	1	1
P6	2	3	3
P7	3	5	4
P8	4	4	4
P9	5	4	
P10	4	3	4

