



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Alternative Approaches in Sports Management							
Course Code		SYB262		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	102 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The course is aimed at increasing awereness of management practices and quality management.							
Course Content		Management concept-features-importance, systems thinking, management thinking and developments in the causes, development models, management schools, management and organization of work in the field, the difficulty of classical, neo-classical, modern (systems and contingency approach) and postmodern approaches, modern management techniques, future management, total quality management, the importance of quality in terms of competition.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Lec. Aylin UĞURLU							

Prerequisites & Co-requisites

ECTS Requisite	120
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Assessment Methods and Criteria

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

Recommended or Required Reading

1	Halil Can, Salih Güney ve diğerleri,(2011), Yönetim ve Organizasyon, İstanbul:Nobel basım dağıtım
2	Nurullah Genç, Yönetim ve Organizasyon, Ankara: Seçkin Yayıncılık
3	Canan Çetin, Toplam kalite yönetimi, İstanbul: Beta basım yayım

Week	Weekly Detailed Course Contents	
1	Theoretical	What is Management?
2	Theoretical	Management Approaches.
3	Theoretical	Classical, neoclassical and modern management concept.
4	Theoretical	Innovation Management
5	Theoretical	Creativity in Management
6	Theoretical	Organizational Information Management
7	Intermediate Exam	Midterm
8	Theoretical	Decentralization in Management
9	Theoretical	Strategic Management and Strategic Leadership
10	Theoretical	Emotional Intelligence and Leadership
11	Theoretical	Social Power in Organizations
12	Theoretical	Management with Values
13	Theoretical	Organizational Identity
14	Theoretical	Organizational equitableness
15	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	4	70
Assignment	1	4	8	12
Project	2	4	4	16
Midterm Examination	1	0	2	2



Final Examination	1	0	2	2
Total Workload (Hours)				102
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Being able to relate the changes in public administration theory and practice with historical perspective.
2	Being able to classify current developments in public administration
3	Being able to compare the capital accumulation process
4	Being able to questioning the purpose of being and fundamental values of public administration
5	Being able to interpret connection between the variables

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

