



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Management and Organization							
Course Code		TİS118		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	77 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Management and organization to teach the students about classical and modern approaches to management and organization.							
Course Content		Classical management approaches: scientific management, , modern management approach, management functions, managerial planning, managerial control, motivation, organizing, simple structures, mechanistic structures, divisionalized structures, new approaches in management science							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Lec. Naciye TOK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	GENÇ, Nurullah (2008) Yönetim ve Organizasyon , Seçkin Yayınları, Ankara.
2	ERTÜRK, Mümin (2009) Meslek Yüksek Okulları İçin Yönetim Ve Organizasyon, Beta Yayınevi, İstanbul.

Week	Weekly Detailed Course Contents	
1	Theoretical	Course content Introduction
2	Theoretical	History of management, basic concepts and schools
3	Theoretical	Classical and neo-classical management approaches
4	Theoretical	System approach
5	Theoretical	Contingency Approach
6	Theoretical	Post-modern management approaches
7	Theoretical	Empowerment, benchmarking, outsourcing
8	Intermediate Exam	Midterm Exam
9	Theoretical	Planning, organizing, directing
10	Theoretical	Control
11	Theoretical	Motivation
12	Theoretical	Power, influence and leadership
13	Theoretical	Organizational Structure
14	Theoretical	Groups and teams: the conflict to cooperation
15	Theoretical	Organizational change and innovation
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	2	2	60
Midterm Examination	1	6	1	7
Final Examination	1	9	1	10
Total Workload (Hours)				77
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to comprehend the relationship between authority and responsibility in management
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2	To be able to comprehend the organizational structures of management
3	To be able to comprehend the issues of control and coordination
4	To be able to explain communication, leadership and motivation
5	Having knowledge and skills about planning and strategic management techniques

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

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

	L1	L2	L3	L4	L5
P1	4	5	5	4	5
P2	5	4	4	4	4
P3	4	3	4	5	4
P4	5	4	5	4	5
P5	3	4	5	5	3
P6	4	5	4	5	5
P7	5	4	3	3	4
P8	3	5	5	4	5

