



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Information Management							
Course Code		HIT214		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	78 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Today, a different management approach known management understanding, to examine having regard to the expectations of today's business world.							
Course Content		In general, the following information will be given: 1. Internet and Economic Consequences 2. Operational and Strategic Information Management							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Prof. Akan YANIK							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Lecturer's Notes
---	------------------

Week	Weekly Detailed Course Contents	
1	Theoretical	Internet and Economic Consequences, Transition to Knowledge Economy
2	Theoretical	Characteristics of Knowledge Economy, Effects of Knowledge Economy and Its Consequences
3	Theoretical	Information Management, Information Spectrum, Information Classification, Information Types,
4	Theoretical	Fundamentals of Information Management, Solutions, Model Strategic Information Plan
5	Theoretical	Acquisition of Information, Information Management Cycle, 10 Policy of Information Management,
6	Theoretical	Operational and Strategic Information Management
7	Theoretical	Information Management Applications
8	Intermediate Exam	Mid-term
9	Theoretical	Starting a Information Management Initiative, Information Team Building
10	Theoretical	Organizing information and the Learning Organization,
11	Theoretical	Strategies for Obtaining Information Assets
12	Theoretical	Information Management Initiative, Establish Information Network
13	Theoretical	The Success in Information Management
14	Theoretical	The Success in Information Management
15	Theoretical	Case Study

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				78
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Internet and Economic Consequences
2	Operational and Strategic Information Management
3	Understanding to the Operational and Strategic Information Management



4	Understanding to the Information Management Applications
5	Information Management Initiative, Establish Information Network

**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
P1	4	4
P2	4	4
P3	3	3
P4	3	3
P5	1	1
P6	3	4
P7	4	4
P8	4	4

