



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Career Management							
Course Code		İŞT256		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To provide a strategic approach to career planning and job search.							
Course Content		What is career planning? Creating awareness about career planning and development, Career stages, Professional view from business world							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Aöf Performans ve Kariyer Yönetimi
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Week	Weekly Detailed Course Contents	
1	Theoretical	What is Career Management?
2	Theoretical	Career Planning and Development
3	Theoretical	Career stages: Knowing personal preferences
4	Theoretical	Career trends in the world
5	Theoretical	Business world's expectation from new graduates
6	Theoretical	Resume, cover letter and letter of thanks preparation
7	Theoretical	Resume, cover letter and letter of thanks preparation
8	Theoretical	How is an impressive job interview done? Information about interview techniques
9	Intermediate Exam	midterm
10	Theoretical	To apply online and find out how to fill in the company's web pages job application forms.
11	Theoretical	Basic concepts of performance management
12	Theoretical	Time management
13	Theoretical	Professional ethics; What is professional ethics? Prevent Emotional Harassment (Mobbing)?
14	Theoretical	Verbal and written communication, relationship management
15	Theoretical	Professional ethics; What is professional ethics? Prevent Emotional Harassment (Mobbing)?
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Reading	10	0	1	10
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Understand general career problems
2	Preparation for job interview
3	To be able to comprehend Cv preparation methods
4	Defining the concept of career in terms of human resources management and expressing the relationship with performance management
5	To be able to explain the management, planning and development of organizational career

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1
P10	5
P14	5

