



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Human Resources Management								
Course Code	HAT205			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	To be able to mention human resources department to place in the organization. To be able to comprehend the purpose and importance of the human resources department. To be able to mention the difference of purpose mission, vision, strategy, tactics and concepts. To be able to introduce in detail management of human resources to student.								
Course Content	Human Resource Management, Strategic Planning Process Defects and Solutions, Human Resources and Total Quality Relations, Performance Management, Career Management, Payroll and Human Resources Management, International Human Resource Management								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study								
Name of Lecturer(s)	Ins. Muhammet Taha AKBULUT, Ins. Nurdanur TAVLAN SOYDAN								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	İnsan Kaynakları ve Halkla İlişkiler : Örgütsel Açıdan, Akdağ, M., İstanbul, 2010.
2	İnsan Kaynakları Yöneticisinin El Kitabı, Şakar, M., Okakın, N., İstanbul, 2013.

Week	Weekly Detailed Course Contents	
1	Theoretical	Human Resources Management, Concept and Objectives, Factors Affecting the Human Resources Management
2	Theoretical	Human Resource Management, Scope, Functions And Features
3	Theoretical	Human Resources Management Strategic Planning
4	Theoretical	Interruptions in the Process of Strategic Planning and Policy Proposals
5	Theoretical	Human Resources and Total Quality Relationship
6	Theoretical	Personnel Management Operations
7	Theoretical	Finding and Selecting Personnel
8	Intermediate Exam	Midterm Exam
9	Theoretical	Training and Development
10	Theoretical	Performance Management
11	Theoretical	Career Management
12	Theoretical	Wage and Salary Administration
14	Theoretical	Use of Technology in HRM
15	Theoretical	Use of Technology in HRM
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	2	1	3
Final Examination	1	4	1	5
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To be able to learn the basic concepts of human resources management.
2	To learn the functions of human resources management.
3	To be able to perceive the place of human resources management in the organization.
4	To be able to realize that human factor is effective in the success of public relations of the institution.
5	To have information about human resources planning, labor relations, occupational health and safety applications.

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

