



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Organization Design and Management							
Course Code		HAT107		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To give information about classical and new management approaches. To inform students about management in modern organizations, organizational culture, role of management, perception and communication, groups and teams, leadership and organization theory.							
Course Content		Organizational Structure, Personal Differences and Diversity, Organization Development, Culture and Change, Perception and Communication, Job Motivation and Job Satisfaction, Work Groups and Teams, Organizational Structure and Design, Role and Nature of Management, Organizational Strategy, Ethics and Responsibilities, Organizational Control and Power, Leadership in Organizations, Quality Control in Organizations, Organization Theory and Design, Communication in Organizations							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	İşletme Yöneticiliği: Yönetim ve Organizasyon, Organizasyonlarda Davranış, Klasik-Modern-Çağdaş ve Güncel Yaklaşımlar, Koçel, T., İstanbul, 2005.
2	Öğrenen Organizasyon Yolculuğu -Bir Başarı Öyküsü-, Çalkavur, E., İstanbul, 2006.
3	Yönetim ve Organizasyon -Çağdaş ve Küresel Yaklaşımlar-, Eren, E., İstanbul, 2009.

Week	Weekly Detailed Course Contents	
1	Theoretical	Management, Decision Making, Planning
2	Theoretical	Elements Determining Organization and Organizational Structures
3	Theoretical	Classical Management / Organization Theory and Design
4	Theoretical	Neo-Klasik Yönetim / Organizasyon Teorisi ve Tasarımı
5	Theoretical	Organizational Structure
6	Theoretical	Horizontal and Vertical Organizations
7	Theoretical	Human Resources Management
8	Intermediate Exam	Midterm Exam
9	Theoretical	Fundamentals of Individual Behavior
10	Theoretical	Understanding Groups and Managing Teamwork
11	Theoretical	Motivate and Reward Employees
12	Theoretical	Communication and Information Management
13	Theoretical	Innovation Process and Project Management, Project Management Phases, Project Organizations



14	Theoretical	Organizational Power, Conflict and Managing Organizational Policies, Conflict Management Strategies, Power Types and Resources
15	Theoretical	Fundamentals of Control
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 define the basic concepts and ideas related to organization .
2	To be able provide detailed knowledge about analysis and design skills.A process in accordance with a defined goal.
3	To be able to adapt acquired knowledge and skills into his career -life.
4	To be able to take responsibility as a team member.provide detailed knowledge about In business, the possible problems, finding solutions to problems,
5	To be able to present knowledge of oral and written communication.

**Programme Outcomes (Public Relations and Publicity)**

1	To be able to possess 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	To be able to own 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	To be able to possess 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	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaings and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

**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	1	1	1	1	3
P2	4	3	3	2	3
P3	4	2	3	2	3
P4	3	3	3	2	3
P5	1	1	1	2	1
P6	2	2	1	1	3
P7	3	2	2	2	3
P8	2	3	3		3
P9	4	3	3	2	3

