



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Public Administration							
Course Code		HAT151		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To provide students with the basic theoretical and practical knowledge on political, administrative and legal issues. To contribute to the ability of students to follow the developments in the field of public administration and to make the evaluation and to propose solutions to public problems.							
Course Content		Basic Concepts Related to Public Administration, Emergence and Development of Public Administration Science, Principles of Public Administration, Structure of Public Administration, Main Framework of Public Administration: Government, Public Administration Organization / Bureaucracy, Public Administration Organization, Public Policy, Decision Making in Public Administration, Public Administration, Democracy and Rule of Law, Strategic Planning and Strategic Management in Public Administration, Human Resources Management, Performance Management in Public Administration, Supervision of Public Administration.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Problem Solving					
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	Public Administration, Thoughts - Structures - Functions - Policies Prof. Dr. Bilal Eryılmaz, Umutepe Yayınları, İzmit, 2018.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Public Administration, Emergence and Development of Public Administration Science
2	Theoretical	Main Framework of Public Administration: Government
3	Theoretical	Public Administration Organization / Bureaucracy
4	Theoretical	Traditional Approaches to Management (Mary Parker Follett - Participatory Management and Collaboration in Management, Chester Barnard - Natural and Formal Organizations, Herbert Simon- Administrative Behavior and Decision Making, Elton Mayo - Human Relations)
5	Theoretical	Holistic and Multidimensional Approaches to Management- Organization, Environment, Internal And External Operation (Philip Selznick-Cooptation Mechanism, Open System Approaches, Contingency Approach)
6	Theoretical	Public Administration Organization
7	Theoretical	Government Buildings in Turkey
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Theoretical	Basic Concepts in Public Policy and Definition of Concepts Used in Public Policy
11	Theoretical	Decision Making in Public Administration
12	Theoretical	Public Administration, Democracy and Rule of Law
13	Theoretical	Strategic Planning and Strategic Management in Public Administration
14	Theoretical	Human Resources Management, Performance Management in Public Administration
15	Theoretical	Supervision of Public Administration
16	Final Exam	Final Exam
17	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	3	2	65
Midterm Examination	1	3	1	4
Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to define the basic concepts and principles of public administration.
2	To be able to explain the development process of public administration discipline.
3	To be able to explain the structure and functioning of public organizations.
4	To be able to discuss current developments and problems in public administration.
5	To understand the importance of human factor in public administration.

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/campaigns 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	2	3	3	2	3
P2	2	4	3	2	2
P3	2	3	3	2	3
P4	2	3	3	2	2
P5	2	2	3	2	2
P6	2	3	3	2	3
P7	2	2	3	2	2
P8	2	2	3	2	2
P9	2	2	2	2	2

