AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Management and Organization						
Course Code	HAT158		Couse 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, organizational development, culture and change, perception and communication, job motivation and job satisfaction, working groups and teams, organizational structure and design, role and nature of management, organizational strategy, ethics and responsibilities 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), Case Study, Individual 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	Yönetim ve Organizasyon -Çağdaş ve Küresel Yaklaşımlar-, Eren, E., İstanbul, 2009.
2	İşletme Yöneticiliği: Yönetim ve Organizasyon, Organizasyonlarda Davranış, Klasik-Modern-Çağdaş ve Güncel Yaklaşımlar, Koçel, T., İstanbul, 2005.

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-Classical Management / Organization Theory and Design
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, managing conflict and 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 basic concepts and ideas about organization.
2	To be able to analyze and design a process in accordance with a defined goal.
3	To be able to comprehend organizational processes and analyze organizations according to their processes.
4	Find solutions to problems that may arise in the organization.
5	To be able to demonstrate verbal and written communication knowledge about event design.

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 interdisiplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisiplinary knowlege 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	3	3	3	3	2
P2	4	2	4	2	3
P3	4	3	3	2	3
P4	3	4	3	3	2
P5	3	3	3	3	2
P6	3	3	3	2	2
P7	3	3	3	2	3
P8	3	4	4	3	3
P9	3	2	2	2	2