



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Information Management							
Course Code		HAT254		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 knowledge and information types. To explain the importance of knowledge in our lives.							
Course Content		Introduction to Knowledge Management, Nature of Knowledge Concept, Fundamentals of Knowledge Management; Infrastructure, Mechanisms and Technologies, Information Management Solutions: Process and Systems, Organizational Effects of Information Management, Information Application Systems: Information Handling Systems, Information Recording Systems: Information Retention and Forming Systems, Information Sharing Systems: Information Organizing and Distributing Systems, Information Discovery Systems: Knowledge Generating Systems, Developing Knowledge Management Practices, Factors Affecting Knowledge Management, Leadership and Knowledge Management Evaluation, Future of Knowledge Management, Case Studies							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, 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

2	Dinçmen, Murat (2010); Bilgi Yönetimi ve Uygulamaları, Papatya Bilim Yayınevi.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Knowledge Management
2	Theoretical	Nature of Knowledge
3	Theoretical	Fundamentals of Knowledge Management; Infrastructure, Mechanisms and Technologies
4	Theoretical	Information Management Solutions: Process and Systems
5	Theoretical	Organizational Effects of Information Management, Information Application Systems: Systems Using Information
6	Theoretical	Information Recording Systems: Systems that Retain and Form Information
7	Theoretical	Information Sharing Systems: Systems that organize and distribute information
8	Intermediate Exam	Midterm Exam
9	Theoretical	Information Discovery Systems: Information Generating Systems
10	Theoretical	Developing Information Management Applications
11	Theoretical	Factors Affecting Knowledge Management
12	Theoretical	Evaluation of Leadership and Knowledge Management
13	Theoretical	Future of Information Management
14	Theoretical	Case Studies Presentations
15	Theoretical	Case Studies Presentations



16	Final Exam	Final Exam
17	Final Exam	Final Exam

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Assignment	2	2	1	6
Midterm Examination	1	4	1	5
Final Examination	1	7	1	8
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = <b>ECTS</b>				3

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To learn the terminology of information management.
2	To be able to define basic knowledge management concepts.
3	To be able to know the necessary roles and responsibilities for knowledge management applications.
4	To be able to learn what types of information are and what their sources are.
5	To learn how to use information for the competitive advantage of the organization.

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

